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July 1988

PLAY METER

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NEWS BULLETIN

.....Mark Hampton, a San Francisco street operator, has filed a lawsuit against AAMA, Taito Corp., and Taito America. Hampton's complaint stated that he was concurrently seeking to join his case with the already pending Red Baron case against the same defendants. In that case, depositions are completed and all material was delivered to the judges. A court date has not yet been set. Hampton's complaint charges the defendants with illegally tying the sale of *Double Dragon* boards with the sale of video game cabinets, misuse of copyrights, slander, intentional interference with business advantage, boycott, outrageous conduct, common-law conspiracy, and unlawful, unfair, and fraudulent business practice. In addition, Hampton seeks a declaration from the court that his parallel importation of video games is legal and that the defendants have no right to try and stop him from engaging in parallel importation. Hampton claims that AAMA employees or agents went to his locations and falsely told the proprietors that he was a crook, a thief, and a smuggler and that they would get into trouble unless they stopped dealing with Hampton. Hampton asserts he was threatened by AAMA's Bob Fay to be turned into the FBI unless he signed a letter promising not to deal in parallel boards and agreed to turn in his parallel boards. Hampton refused the request because he feels that parallels are legal. It appears that Hampton's complaint largely tracks Red Baron's complaint but emphasizes the particular harassment of his locations. Red Baron complains it was injured because it was forced to yield to the tie-in and buy *Double Dragon* dedicated games, while Hampton complains that he was injured because he would NOT yield to the tie-in and bought parallel games.

.....In a related matter, the Federal Court of Appeals in Philadelphia reversed a lower court decision in Sebastian International versus Consumer Contacts Ltd. concerning parallel imports. Sebastian entered into a verbal contract allowing Consumer Contacts to sell Sebastian shampoo in South Africa. However, after Sebastian sent the shampoo to South Africa, Consumer Contacts then brought it back to the U.S. for re-sale. Sebastian sued claiming that Consumer Contacts could not legally sell the shampoo in the U.S. because the label was copyrighted. A lower court agreed; but on May 25 the higher court reversed that decision based on the first sale doctrine. The court decided that Sebastian had been aptly compensated for its product once it was sold to Consumer Contacts and subsequently, Sebastian had no say as to what Consumer Contacts did with the product. If the first sale doctrine was applied in the same way to parallel imported video games, consumers could argue that the original manufacturer had been compensated for the product, in this case used boards, and had no right to dictate where these later were sold. Parallel boards are genuine boards that have been sold in Japan by the copyright owner and operated on routes over there. Then they are sold to an independent dealer who, in turn, ships them into the U.S. for re-sale. The first sale doctrine argument may be tested in court in the Red Baron and Hampton cases. In most cases so far, counterfeit boards were seized along with parallels. Since counterfiets are unquestionably illegal that makes then an easier target in court.

.....AMOA has advised its members that most coin operated machines have been reclassified for insurance purposes into class code #40040 "Amusement Devices." This removes amusement machines from the vending machine categories and should result in a lower insurance rate. Check with your insurance agent and make sure he is aware of this change.

.....The copyright laws in Canada, enacted in 1924, are in for a major overhaul according to the Canadian Parliament. The bill has passed the Senate and is just one step away from becoming law when the Prime Minister signs it. Fines for counterfeiting will escalate considerably from a mere $10 to up to $1 million and possible jail terms. AAMA's Bob Fay said that with the new penalties, game copiers will think twice. "With virtually no penalty to deter them, game copiers have run rampant in Canada. The new copyright bill is good news for our industry," he said.

.....Todd Erickson, a rather outspoken operator from Summit Amusements in Minnesota, will be working with Frank Ballouz's new company, Fabtek. Todd will be writing the manuals and supplying service support. Todd said he will be recommending to operators both arcade and street settings for Fabtek's first kit, *Dead Angle*, and future games. Todd was very secretive about two new games in the works but did say that Frank is being very selective because he cannot afford a blunder. That's good news for operators! Todd explained that no one prior to this had come up with different settings for different locations. He feels that arcade players are much better players with quicker reactions. "There has been a need for this for a long time," he said. "Although manufacturers should support operators with settings, once they sell a game they don't want to go back to it." Todd's first recommendation is putting the kit in Dynamo's 25-inch cabinet saying it will earn 20 percent more. "The more we can tell operators to help them earn more money the better it looks for everyone, not just Frank," Todd added. Todd will be taking calls at (612) 645-9077.

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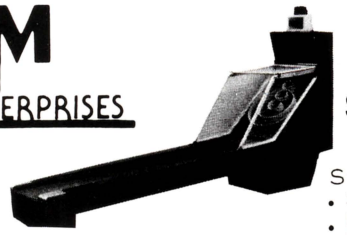

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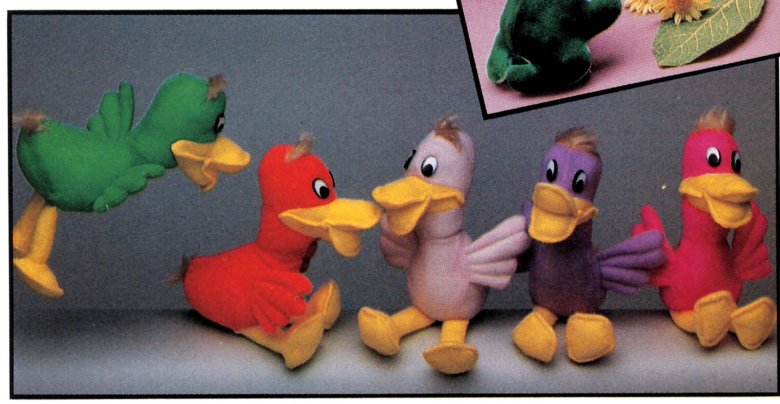

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PLAY·METER

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FEATURES

Record Numbers Meet in Washington **23**

For the third year in a row, the Washington Conference drew record crowds. Operators. distributors, and manufacturers mingled with Senators and Representatives explaining serious issues within the industry and soliciting support. A pinball tournament at the legislative reception enticed congressional leaders to join in the fun we are always trying to descirbe.

TABLE V
PINBALL AND VIDEO EQUIPMENT BUDGET

Row Description	July	Aug.	Sept.	Oct.	Nov.
(A) = Monthly Pinball Budget	$1625	$1625	$1625	$1625	$1625
(B) = Monthly Video Game Budget ($25,300 divided by 12)	1958	1958	1958	1958	1958
(C) = Total Monthly Budget (A) + (B)	3583	3583	3583	3583	3583
(D) = Cumulative Budget to Date	3583	7166	10749	14332	17915
(E) = Actual Equipment Payments	3000	4000	6000	1000	2500
(F) = Cumulative Actual Payments	3000	7000	13000	14000	16500
(G) Over Budget if (D) – (E) = a negative amount			2251		
(H) Under Budget if (D) – (F) = a positive amount	583	166		332	1415

The Why and How of Equipment Budgeting **75**

Do you have a plan when it comes to allotting money to buy new equipment? Do you just plunk down your money if you like a game? You probably are not alone, but that doesn't mean it's the right way to buy equipment. In this article, Charles Ross takes a look at the overall picture to help you plan an equipment budget.

Formica Magic **90**

If you're an operator who has suffered the agony of trying to buff gouges from game cabinets, paint over annoying graffiti, or tried to remove the lingering glue from decals, then this article is just for you. Randy Fromm takes you from the beginning with a picture of the "before" cabinet and gives you a step by step pictorial article on applying formica to restore those old cabinets.

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Cover: SNK Corporation knows that golf is one of America's favorite pastimes and has the game to prove it, *Lee Trevino's Fighting Golf*. Now, I know that this shot of Lee Trevino and SNK president Paul Jacobs with "caddies" John Barone and Paul's son, Geoffrey, was strictly business; and they must have suffered to be forced to leave the office to get just the right effect; but you have to admit that they did a great job of looking like they were having fun.

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*All titles are subject to location testing. Game release dates will vary.

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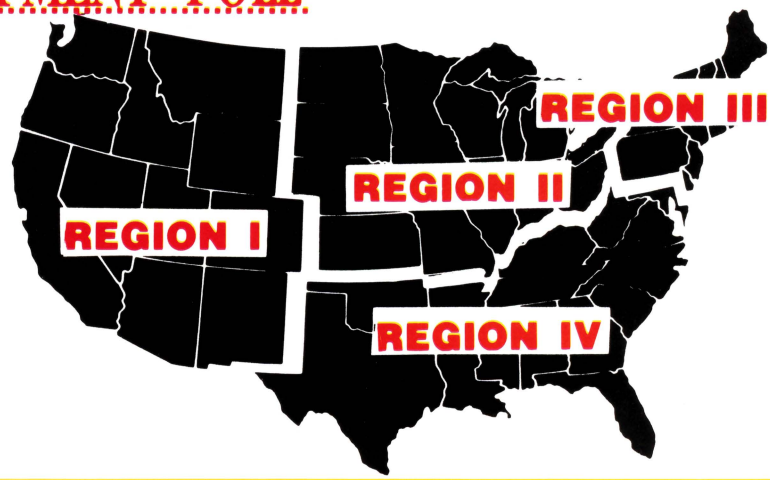
EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.



WEST 1

REGION I

Silk Worm	ThunderBlade	Vigilante	(New: Ninja Warriors,
Shinobi	Hang-On II	Rolling Thunder	Dragon Ninja, Thundercade,
Heavy Barrel	Guerrilla War	Tiger Road	Kageki, Galaga 88, Super
Double Dragon	Twin Cobra	Quarterback	Dodge Ball, Last Duel)
Street Fighter	Operation Wolf	Contra	
Super Sprint	After Burner		

WEST 2

Ninja Warriors	Shinobi	A Jax	
Dragon Ninja	Double Dragon	Road Blasters	(Watch for Dragon Ninja)
Silk Worm	Street Fighter	ThunderBlade	
Heavy Barrel	Last Duel	Vindicators	
Kageki	Operation Wolf	Super Contra	

CENTRAL 1

REGION II

Vindicators		Ninja Warriors	
Big Choice (36%)	Out Run	Silk Worm	
Double Dragon	After Burner	Cyclone	
Operation Wolf	Super Contra	Heavy Barrel	
Quarterback	Time Soldiers	ThunderBlade	
Twin Cobra	Airwolf		

CENTRAL 2

Shoot To Win!	Heavy Barrel	Kageki	
After Burner	Heavyweight Champ	Silk Worm	(R-Type — good return
Double Dragon	Viper	ThunderBlade	on investment)
Twin Eagle	Vindicators	Quarterback	
Shinobi	Thundercade		

EAST 1

REGION III

Pot Shot	Ninja Warriors	Bad Dudes (New: Went to
After Burner (sit-down)	Out Run	the top right away)
Heavyweight Champ	ThunderBlade (sit-down)	Operation Wolf

SOUTH 1

REGION IV

Heavy Barrel			
Double Dragon	Silk Worm	Guerrilla War	(Twin Eagle looks good)
Shinobi	Twin Eagle	R-Type	
Operation Wolf	Vigilante	Blasteroids	

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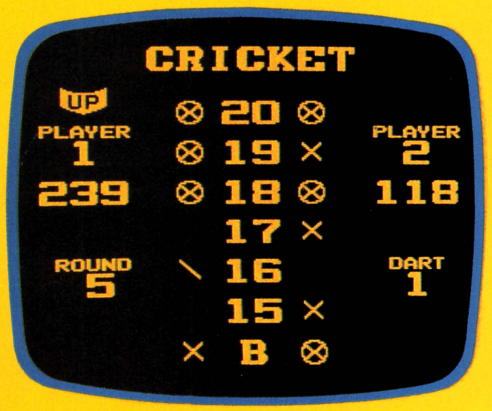

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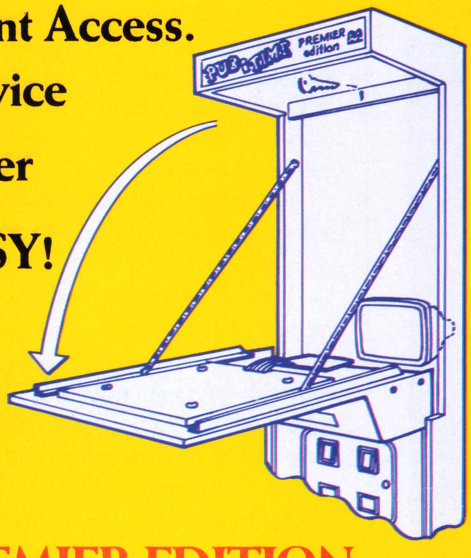

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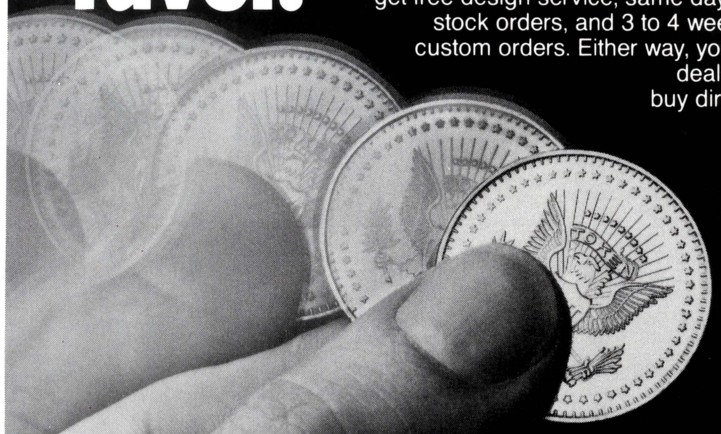

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LETTERS

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Dan Federal Expressed the application forms, worked with me on the phone, even gave my wife Sharon his home phone number if we had any weekend questions. We love this first class service, and urge our fellow AMOA members to check it out.

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Thanks, AMOA!
Bill & Sharon Johnston

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Dear Frank "The Crank" Seninsky,

Once again, the New York State Coin Machine Association is indebted to you for bringing your special expertise to our annual Trade show.

Your name on the program is, of course, a sure-fire drawing card for member attendance. Evaluations received from attendees indicated that they felt your seminar was most worthwhile and that you presented an excellent program.

On behalf of NYSCMA, I wish to express our deep appreciation for your participation.

It might interest you to know that we will soon be pursuing communication with New Jersey regarding the possibility of a joint trade show in 1989 with, perhaps, a change of location to downstate New York. We will keep you informed of developments.

Again, thank you for being with us this year.

Sincerely,
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Executive Director

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Industry changes make it stronger

I was talking with an old industry friend who happens to be quite out of the coin-op business right now. Of course, as I've always said, this business does get into your blood, and he was no exception; he misses it and was naturally curious about what was going on.

How do you explain several years in this industry? It got me thinking about how much this industry has changed in only a few short years. The coin-op business grew tremendously and though it has plunged far from what it was in the heyday, it's still here and it's strong. What can account for that?

I attribute the success to those who get very little applause, those that don't know when to quit when it comes to promoting their business—coin-operated entertainment. When an article pops up in the newspaper that has some politician proclaiming that video games are a lower life form than even heroin, it's pretty discouraging. In fact, it's maddening and unfair. Of course, we know that because it's our industry. Most others don't really think about it one way or the other until something derogatory happens because, like news stories, only the bad ones garner the attention. But on the contrary, there are many good samaritans from our ranks donating time, money, machines, etc. to worthy causes.

We're all trying, one way or another, to change how the public perceives the industry. The Washington Conference held recently in the nation's capital is one positive effort by a growing group to speak out for what we stand for. It was unbelievable to see how many congressmen, senators, their families, and staff gathered for the reception that ended two days of meetings with various political figures. Last year, we bragged about the sizable group, but this year was even bigger. In fact, next year it may be time to move from the Longworth building to a more spacious location.

But it's only one thing that's working to better the industry. There are some changes going on within the ranks that could have a serious impact. No one doubts for a minute that the industry is totally, almost without exception, dominated by the Japanese. In the minority is Leland, who has had one of the top games. Will other American companies follow? The mammoth companies are practically extinct and what we are seeing is smaller companies forming and principally they are licensing games from Japan. It doesn't take gigantic companies with hefty overheads to license a game. As I look at the major companies (notice I didn't say huge) you'll see a vast change from the video boom years. Factories are no longer, and probably never will, demand hundreds of games a day.

Leland and Byron Cook took a risk when they got into the manufacturing business. Their company, Leland (they bought the assets of Cinematronics), is a significant influence. Frank Ballouz, former vice president of Nintendo, is another one willing to take a chance. He started his industry career with Atari in the early days and since then has been a very visible figure, even being elected president of the manufacturers association two years in a row. He has left a comfortable position with a reputable company and is venturing out on his own. His new company has licensed its first game from a Japanese firm to be sold as a kit. Will he be successful? With his knowledge and love for this industry, he should have everything going for him. However, it boils down to one simple thing—good games. But Frank knows as well as anyone that loyalty and friendship only go so far when it comes to business. No one company is at the top all the time.

While we keep one eye on Frank and his hoped-for success, it's hard not to gaze back to the downfall of many of the sizable manufacturers that contributed heavily to the industry during the boom time—Centuri, to name just one. It's also hard to realize that others probably will be calling it quits.

Kits, virtually unheard of a mere five years ago, now make up the majority of game sales. It's strange to think that video games were just coming into the pinball-dominated picture a short 10 years ago! Dedicated games have their place, of course. Arcades are staging a comeback as manufacturers get into that area of the business and many also own large routes. Operators are more demanding and no longer commit to large volumes of games, having learned a grave lesson long ago. And the home video market is tremendous right now with some saying it's great for coin-op while others view it more critically.

Even as I was summing up the last few years for my friend, I realized that although the industry has gone through many changes and will continue to change, it must do so or it will shrivel up and die. Too many people will not sit by and see the industry stagnate. That's why there will always be people like Frank Ballouz and the Cooks who are willing to step into the unknown hoping to make the industry better.

Valerie Cognevich
Editor

P.S. We are pleased to announce that we are the proud owners of a FAX machine (finally!!!!) I urge all of you to write down the number and use it to send vital information. Yes, I'm already asking how we got along without it.

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Building Good Community Relations

Increased attendance at the AMOA Government Affairs Conference in Washington D.C., three years young, is a good sign for our industry. All levels of our business are recognizing the importance of cementing good relations with legislators on local, state, and national levels. The job is an ongoing one and there's no time to sit back and relax. Just the opposite. Now is the best time to capitalize on a heightened awareness of our industry as one occupied by legitimate businessmen providing a service to their communities.

Recent legislative successes, such as the crane legislation passed in Wisconsin, attest to the benefit of establishing ourselves as important contributors to the local economy. In Wisconsin, for example, the state association has credibility. Representatives have attended fund raisers and have a good political appearance. The association's knowledgeable lobbyist is another plus in the process of becoming known in political circles. Major victories like the legalization of cranes there, and proposed crane legislation in Michigan, are possible with a united front.

Positive reinforcement is in order and each of us can make a valuable contribution with a definite plan on building good community relations. This applies to individuals and state associations.

One way to make an impact is to help underwrite programs sponsored by nationally known worthy causes such as Mothers Against Drunk Driving (MADD) or Students Against Drunk Driving (SADD). Donate used games to a hospital for use in patient therapy. Host a tournament with proceeds going to charity — a national charitable foundation or a local children's hospital. Funds could be donated in a company's name to help refurbish a local playground or park. In other words, participate in community projects.

As a known quantity, a contributor to the community good, when unfavorable ordinances or taxes are up for consideration, you have a better chance of being heard. And, let's not forget campaign contributions for the mayor, state representative or senator, and governor. Make your presence known and make it clear that you operate a clean, attractive establishment. It speaks well for your company and helps dispel the image held by some that video game playing and other coin-op entertainment is a waste of a young person's time.

Those concerned about their kids skipping school to play video games and blowing their whole allowance on the same should look into arcades in the middle of the day Monday through Friday. Occupants are usually adult men, salesmen, service men, and delivery men making a stop before the next appointment. Many come to play a favorite game and may plunk down $5 in quarters or more and play the same game till the money runs out. The average spent is often just $2 or $3 as regulars come by every few days to see what's new and play a favorite.

You know your business is an asset to the community. You know you're an important link in the local economy. Don't hide your light under a bushel, as the old saying goes. Start close to home by lending assistance to your church or school. Games donated for use at fairs or other events will reap benefits for your company. Take out ads in yearbooks, school newspapers, and program booklets for an increased awareness of your business name. Good will is valuable.Find out what needs to be done in your town and make sure you add your name to the list of benefactors.

Bonnie Theard
Managing Editor

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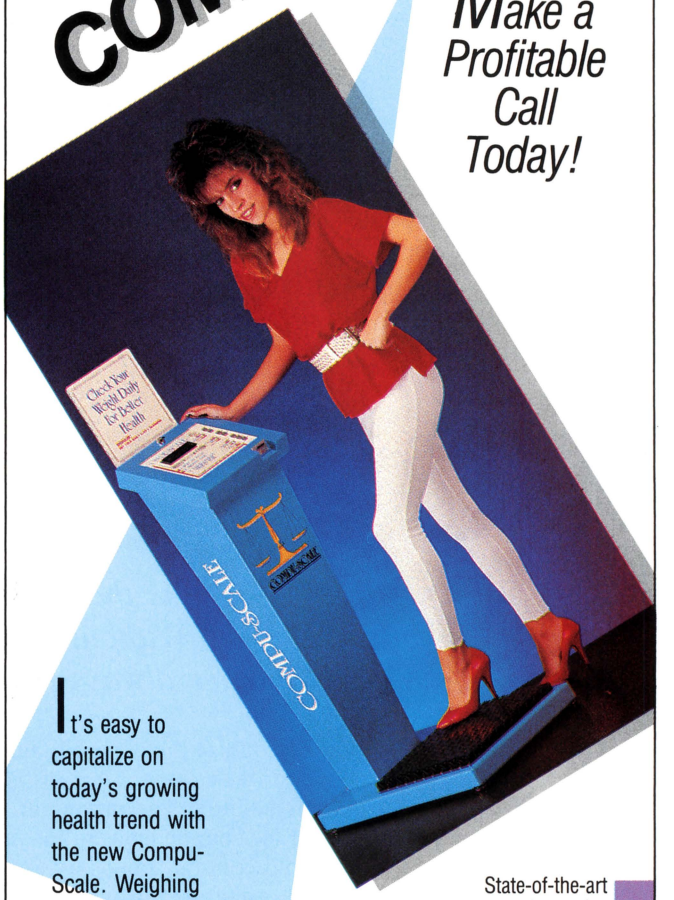

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IN MEMORY OF

Eli Schulman

Eli Schulman 1910-1988

Love is the name of the game. I love people.
Without people, I would be nobody.
And my mother always taught me that charity will never bust you.

Even if you don't recognize the name Eli Schulman, you have probably heard of or eaten at his restaurant in Chicago called, of course, Eli's. The restaurant was the famous meeting place of the coin-op industry for years and Eli continued to greet old coin-op friends up to the end.

Eli opened his first restaurant during the depression and posted a sign that said, "If you are hungry and have no money, we will feed you free."

Quite a bold statement but Eli claimed he never had any fakes. In fact, he recalled a time when a skeptic came in to see if the offer was valid. When he was convinced it was for real, he paid double for his meal.

The weekend before his death Eli attended a birthday party for Illinois Governor Thompson, who said of his friend in the Chicago Sun-Times, "Eli was Chicago. He could talk rough and tough but he had a heart full of compassion and cared about people."

Paul Calamari, who was with Bally for half a century before he retired, recalls many glorious times at the famous restaurant. "Eli knew this business and was even an operator for some years before he opened his restaurant. We all spent many hours in Eli's."

The years he spent as an operator with Gerber & Glass were wedged in between other jobs including selling newspapers, delivering packages, hawking wind-up toys on street corners, managing a shoe store, and serving as a precinct captain and deputy coroner. Shortly before World War II, Eli opened his first restaurant called the Ogden Huddle and in 1958 opened Eli's Stage Deli. But even with the success of his deli business, Eli wanted to be something more than "a salami surgeon" and in 1966 opened the famous Eli's, The Place For Steak.

Eli's was a scheduled stop for visiting stars such as Frank Sinatra (Eli wore a watch given to him by Sinatra), Sammy Davis, Jr., Joe DiMaggio, and Ingrid Bergman. The list goes on and on.

After his death of a heart attack on May 7, the Chicago papers were full of tributes to the man who knew Chicago. To a writer in the midst of working on a book of his life, Eli said, "It's been the best and the worst. I've met so many people, made so many friends. But as you get older you start to see them drop off, like leaves from a tree and it breaks my heart. But to have come from where I came from, to have known the people I've known. . .I'd have to say that I'm the luckiest man in the world."

Eli is survived by his widow Esther, a son Marc, two granddaughters, and two sisters. His son, who left a lucrative career as an attorney, has been managing Eli's Chicago's Finest Cheesecake Company and will continue to run the famous restaurant.

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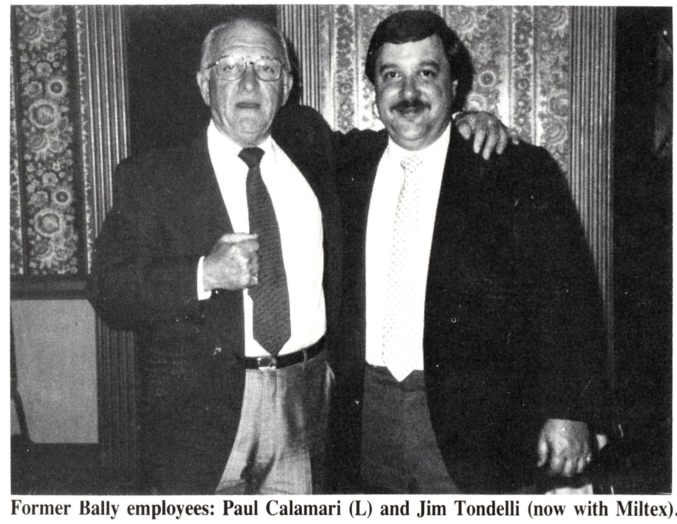
A dinner to remember

by Valerie Cognevich

Little did I even imagine when I was in Chicago last month that I would have a chance to meet some of the industry legends I have heard of for many years. My friend Paul Calamari, who was with Bally close to 50 years, invited me to join him at the Ballyite party and I didn't hesitate to accept.

Half a century ago, a company called Lion Manufacturing was sold to a man named Bill O'Donnell, Sr. The company introduced a pinball game called *Ballyhoo* and from then on the company was called Bally. The corporation has come a long way from its humble beginnings and a group of employees, some going back to the beginning, meet twice a year to see old friends, meet new friends, reminisce about the good ol' days, and maybe even honor one of their own.

This group is called the Ballyites. They either work for, have worked for, or are retired from Bally. This time the dinner was held at the White Eagle and about 80 people showed up. The last dinner was held at Heck's catering where Virginia Whitten was the guest of honor. She retired in 1987 after 35 years with Bally.



Former Bally employees: Paul Calamari (L) and Jim Tondelli (now with Miltex).

Terry Reedy treated the group to several jokes.

A familiar face on the left, Tom Neiman with Francis and Millie Sweet.

Old friends gather around for a story from the past.

Bob Breither, now with Seeburg, remembers the old days at Bally. He's here with his wife, Anita.

Paul with Rita Ryan, Bill O'Donnell's former secretary, and Tony Brocato.

Terry Reedy with his wife Betty Jo.

From left: Frank and Betty Nicolaus, Tom Mick, Bud Breitenstein, Rose Britz, Madelene Mick and Arlene Breitenstein.

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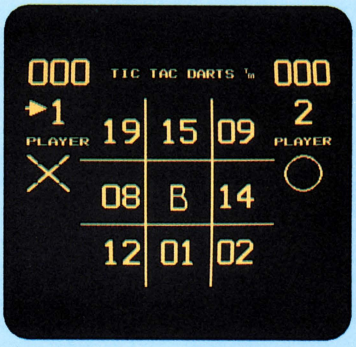

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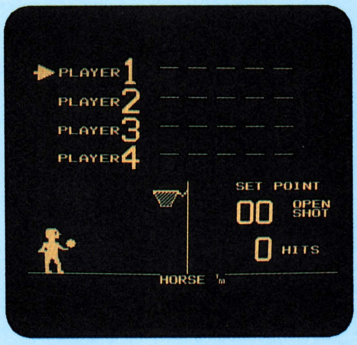

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Record numbers meet in Washington

For the third year in a row, the AMOA Government Affairs Conference broke all attendance records. Held May 16-17, the conference began with individual meetings between operators, distributors, and manufacturers and their representatives and senators. Nearly 130 operators from 29 states met with their congressmen to discuss several issues affecting the coin-op industry including parallel imports, a new dollar coin, the Berne Convention, tobacco legislation, and National Jukebox Week.

Following the meetings and briefings, the congressmen and their families and staffs were invited to attend a reception and pinball tournament. Over 300 U.S. representatives, senators, staff, and families participated in the tournament. Over $7,000 in prize money was donated to the winners' favorite charities. Winners included 24 Republicans and 20 Democrats.

Attendees had fun winning stuffed elephants and donkey's from stocked cranes on the reception floor. The animals were donated by Nancy Sales, Chelsea, Mass., and Betson Enterprises, Moonachie, N.J.

Jim Benfield, executive director of The Coin Coalition explained to AMOA members that the dollar coin has already received support from the vending industry and is gaining favor with public transit groups, soft drink vendors, and the newspaper industry. He also added that taxpayers would save about $120 million a year since the dollar coin would not have to be replaced as often as current paper dollars.

He urged the group to talk with their elected officials to support the dollar coin. Benfield stressed that The Coin Coalition is studying problems that plagued the Susan B. Anthony dollar and noted that public opposition is very strong. Benfield said that the new dollar coin had a 50/50 chance of passing Congress this year. During congressional visits, many were armed with the Canadian dollar coin as an example of one that works.

The Berne Convention Treaty has long been strongly opposed by AMOA. However, a recent withdrawal of that opposition was explained. Adding to the session on the Berne Convention was William Patry, policy planning advisor to the Copyright Office who gave the background of the treaty and how it would affect the United States. The Berne Treaty is currently used in all but a few countries, including the U.S. It would change the way royalties are collected on original works used outside of the U.S. Jukebox operators have been skeptical, feeling that the adoption of the Berne Treaty would seriously increase jukebox fees which they feel are already unreasonably high at $63 per year per box. Mike Remington, chief counsel in Senator Robert Kastenmeier's office expressed his views on the Treaty.

Senator Kastenmeier is a sponsor of the National Jukebox Week bill currently making its way through Congress. While the bill had very few co-sponsors before the Congressional Conference, over 45 officials have agreed to add their names to the growing list of sponsors. Added to sponsors Kastenmeier of Wisconsin and Carlos Moorhead of California are co-sponsors from the following states: Ark., Calif., Conn., Fla., Ill., Iowa, Mass., Md., Minn., Miss., Mo., N.C., N.J., N.Y., Ohio, S.C., S.D., Tenn., Utah, Va., W.Va., Wisc., plus American Somoa and the Virgin Islands. It's an optimistic total but the bill will need even more support to pass. Operators, distributors, and manufacturers are still urged to write to their officials urging them to sponsor this bill.

Bill Beckham, the Ohio operator who has filed a lawsuit against Taito and AAMA challenging the legality of selling dedicated games that are available as kits everywhere else but the U.S., and his attorney, Richard Stern, addressed the issue of parallel imports. The issue is due to be decided in a Virginia court this year.

AMOA has issued position papers on all the issues discussed. Anyone interested in obtaining any or all of them can call Bob Wilbur, AMOA's government liaison, at (202)857-1100 to request copies.

Congressman James Bilbray brought his daughter, Shannon (center) and her friend Ellen Porcaro to the reception. I don't know who had more fun!

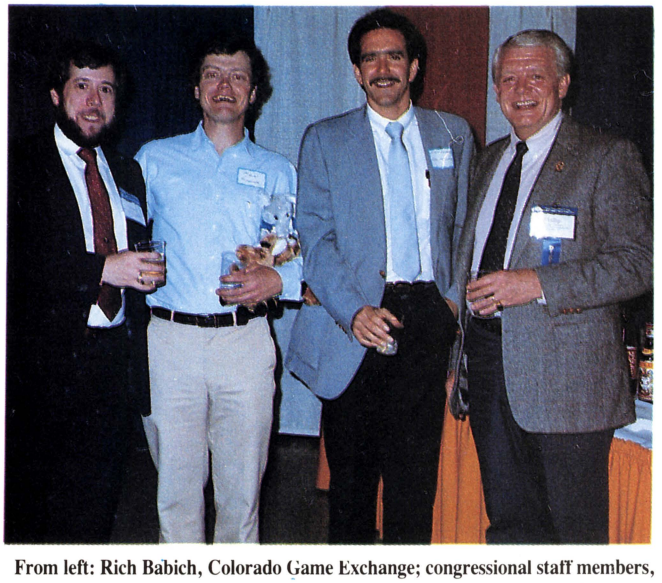
An industry friend and sponsor of the National Jukebox Week bill, Senator Robert Kastenmeier (center), poses with Wally Bohrer (left) and Jim Stansfield from Wisconsin.

From left: Gregory Tucker and Norma Olsen from the Honorable Marcy Kaptur's office, Bill Beckham of Ohio, and Mr. & Mrs. Bill Kidwell of AAMA.

From left: Frank and Jeannie Ballouz pause at the Vietnam memorial with Nintendo's Alan Stone.

Play Meter's Valerie Cognevich (left) with George Krumbhaar of Senator John Glenn's office and her mother, Helen Winter.

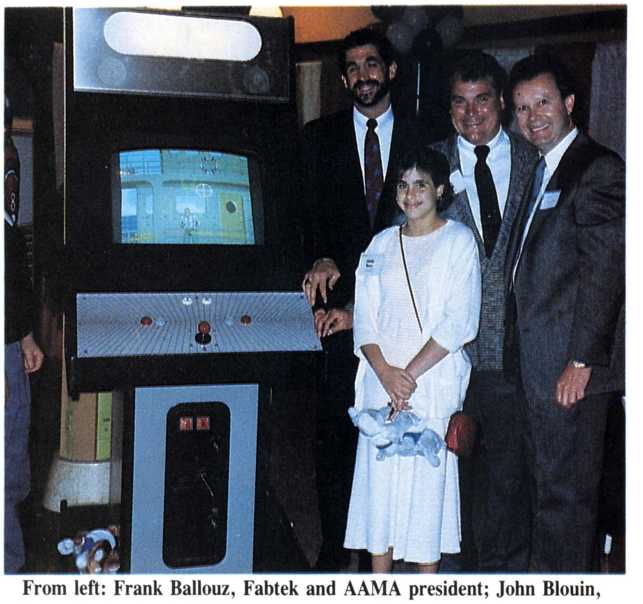
Congressman Sam Gejdenson (center) of Connecticut with two home town boys, Tom Riquier (left) and association lobbyist, Jim Duffy.



From left: Rich Babich, Colorado Game Exchange; congressional staff members, John Kandel and John Reckner; and operator Phil Benson from Montana.

Valerie Cognevich's father, Bill Winter (second from right) talks with manufacturers from left: Gene Lipkin, Steve Kaufman, and Bill Cravens.

California congressman, Norman Shumway (left) asks Wisconsin's Jim Stansfield about the coin-op industry.



From left: Frank Ballouz, Fabtek and AAMA president; John Blouin, James Industries; Bill Rickett, Dynamo; and John's daughter, Janelle, in front of Frank's new game, *Dead Angle*, in a Dynamo cabinet.

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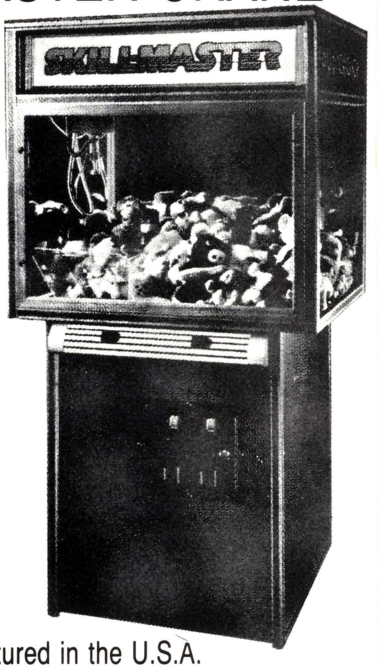

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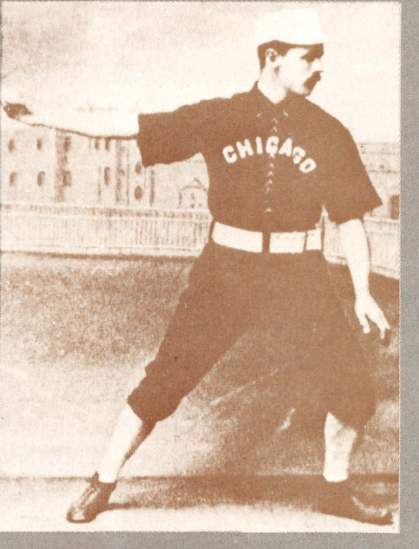


In the early days of baseball, pitchers threw underhanded. Batters were given 6 strikes for an out and needed 9 balls for a walk.

FORE! WATCH OUT FOR SNK!

The staff in front of the SNK building. Kneeling (l to r): Jun Deeuzman and Manny Galang. Standing (l to r): Sue Jarocki, Joel Gibilisco, Ed Alvarez, Emma Dumlao, John Barone, Paul Jacobs, Regina Rondez, Larry Castro, Linda Lavin, Kris West, Kevin Britton, and Dania Fuller.

SNK may be a fairly new face in the United States but it was established in Japan a decade and a half ago. The parent company employs 120 employees, including 70 engineers, in a new six-story building in Osaka. In addition, SNK Japan has a separate building for manufacturing.

In 1984 SNK founder, Eichi Kawasaki, decided to open an American branch licensing games to other manufacturers. Later, its president, Takahito Yasuki, and several investors bought the U.S. office and renamed their company Romstar. Romstar went on to become one of the most successful manufacturers in the coin-op industry.

In November of 1986, SNK Japan opened another U.S. office, with industry veteran Paul Jacobs as president. Paul's industry career began 25 years ago in Wisconsin where he was in the distributing business as branch manager for The Wurlitzer Company and then owner of his own distributorship. He was later director of European sales for Chicago Coin. In 1976, Paul moved to Sunnyvale, California when he joined Exidy as director of sales and marketing and worked his way up to executive vice president.

Paul opened the American manufacturing facilities for Universal Co. and served as its president for three years. Most recently Paul was director of marketing for Capcom U.S.A.

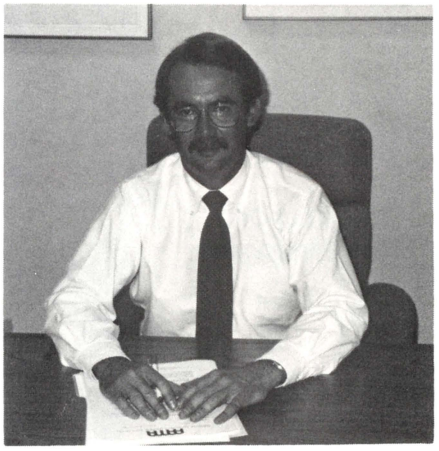
Paul credits a super group of dedicated, hard-working employees at SNK for its incredible success. "A major factor in our growth and success is the people in our organization. They take pride in being a part of SNK," said Paul.

Those dedicated employees include some familiar names and faces. John Barone is the vice president of the coin-op division. He handles sales, marketing, and oversees all aspects of the coin-op division. John has been in the coin-op industry six years. He worked with Paul at Exidy and was also with Data East.

Susan Jarocki claims she was born in this business and she's not exaggerating. Her dad, Stan Jarocki, has been in the business many years, with Bally and now his own company, Grand Products. Susan has worked in manufacturing, distributing, and even ran an arcade for three years. Her knowledge of all three groups helps her at SNK where she takes care of all new product marketing, assists in sales and production.

Tracy Tate just joined the SNK team as a sales representative and has already attended several state shows. He is learning the industry very fast and says the people he has met so far are truly wonderful to work with.

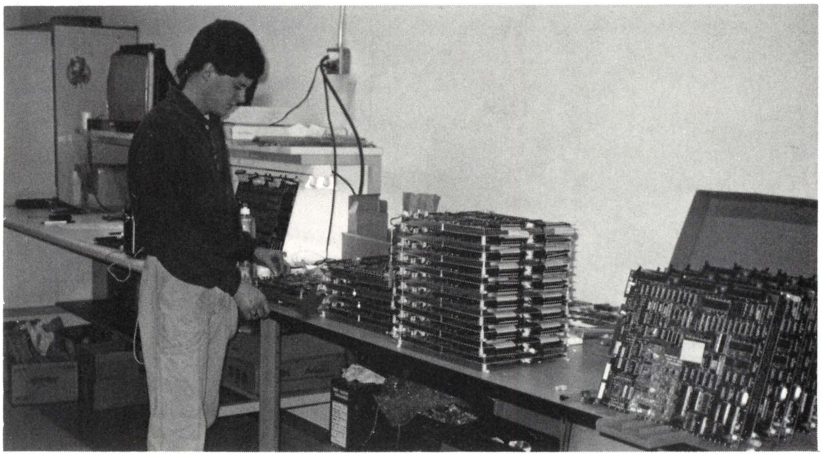
Neal Zook has also just joined the SNK staff. However, Neal has been in the industry nine years. Neal worked previously with John Barone who said, "With SNK's rapid growth we really needed someone who could just walk right in and take charge. Neal was that person."



"The Prez" Paul Jacobs

Besides coin-op, SNK has found a successful challenge in the home video game arena with Larry Castro as vice president of the consumer division. Larry was national sales manager at Tecmo and former vice president of Sun Soft. Both divisions work closely providing ideas and information useful to each other.

The consumer team (from left): Linda Lavin, Paul Jacobs, and Larry Castro.



Eric Roth takes care of the customer service department.

Jun Deguzman and Manny Galang assembling *Fighting Golf* kits.

The coin-op team (from left): Paul Jacobs, Sue Jarocki, and John Barone.

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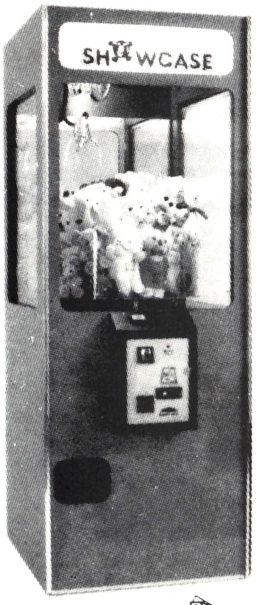

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Kane opens new game room

Kane Amusement Distributing celebrated the opening of its new game room and office facility in the New Orleans suburb of Metairie on May 21.

The aroma of Cajun food filled the game room as friends and customers saw the latest equipment and enjoyed homemade gumbo, jambalaya, crab and shrimp dip, and a surprise dessert.

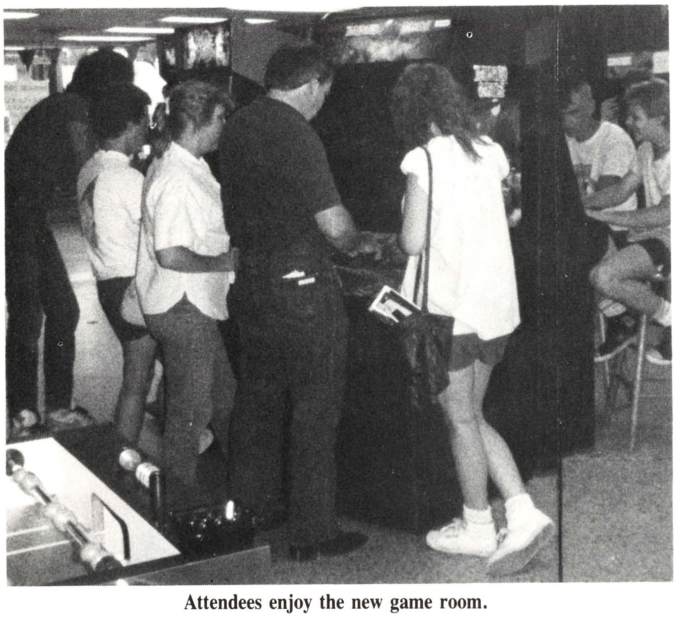
The new facility covers 5,600 square feet; 2,500 square feet to the game room and 1,500 square feet to a pool table area. The remaining area is designated as office and warehouse space.

New manager Jewett Lester welcomes customers to stop by the new shop at 3424 Hessmer, Metairie, LA 70002; or call him at (504) 888-6882. The Kane family expresses sincere thanks to all attendees.

Talking shop are, l to r: "Cousin" Randy of Big B in Springfield, La., Al Huffine, and Malcom Farmer, retired Kane staff member.

Manager Jewett Lester and his wife, Felecie.

At the Kane grand opening, l to r: Norris Cheramie of Collins Amusements, Al Huffine of Bag Amusements, Charlie Gilbert of Arga Amusements, and Marisa Kane.



Attendees enjoy the new game room.

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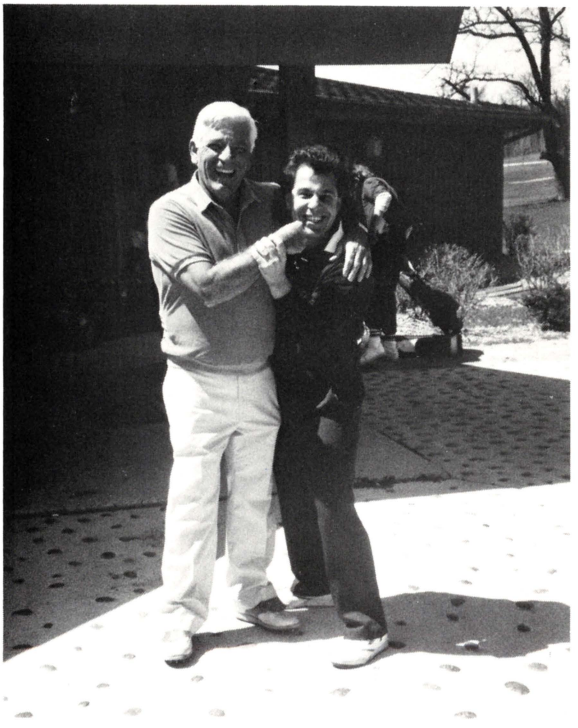
TAITO HOSTS MEETING

Taito America invited its distributors to a scrumptious dinner and entertaining golf tournament to introduce its latest products. First shown at ACME, Taito's *Top Shooter* has been improved and is ready for shipping. A rather large piece, it features plastic sides to contain the "bullets." Gun games have been popular in the industry and this one should do well in a limited market.

Twin Eagle is Taito's latest video and distributors agreed that it should rival Taito's other successful hits.

After viewing the equipment and placing orders, golf was the order of the day. Distributors were joined by Romstar's Rene Lopez who, I think, dressed rather brightly so no one would hit him. Believe me, he would have been awfully hard to miss!

The Taito staff happy about their new products.



Here's Rene Lopez clowning with Bob LeBlanc. Didn't I say he was bright!

Now let's see...I think you stick a little pointy thing in the ground and hit the ball off of it! Just kidding, they were a little better than that!

Distributors concentrate on Taito's new games.

Please don't make me turn around while Rene is standing there! That's Belam's Bob Haim waiting his turn at bat....er....tee.

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TEN YEARS AGO

Have you ever felt like video was singled out by politicians to attack, ban, or prosecute. Well, it was just as bad (if not worse) 10 years ago with pinball. Play Meter ran an article called With Pinball You Get All Sorts of Undesirables in Town. It began, "This story is just a short take to remind some of you who may be enjoying great business that all isn't coming up roses for a few places around the country."

Mayor Anzovino of Dunellen, New Jersey, said he planned to shut the Pandora's box of pinball games by proposing the council stop issuing licenses for the games. "If we're liberal about it, this will get out of hand. Loitering will result and we could have some undesirables in town," he claimed.

In a small New England town, it was a similar story. A game room was planned in a new mall until the council voted against it. The reason? "Unfortunately, pinball has become a generic term for something dirty or bad." One council member boldly stated, "Pinball has its place but not in Baystate West."

And we can hardly recall 10 years ago without at least one comment on the efforts of governmental bodies to tax pinballs. David Pierson covered those efforts superbly in a story called Wooden Pegs and Wooden Heads. He asked if readers recalled the wooden benches we all had as kids where you hammered various pegs (round, square, triangle, etc.) into the respectively shaped hole. He then said that the government must use a similar device to see if individuals should be promoted. The catch was that he was sure that these people were given knives and their job was to carve each peg to fit into as many different holes as possible. They were then promoted according to their whittling ability. "It seems it would take such a mentality to carve a round peg like pinball and try to fit it into a square hole so that it can be assessed a special tax along with slot machines!"

Michael Mendelsohn of Games Unlimited was our coinman of the month. Though he had been in the business a short five years, he stressed service and was said to be an exceptional businessman. His route was an unheard of 55 percent video games. He talked in depth about the importance of service in the industry.

In fact, the issue was devoted to service and included helpful articles on buying electronic parts, solid state technology (fairly new at the time), and other technical stories.

Play Meter's July 1988 issue featured Shadow Dancing by Andy Gibb as the number one song. Ironic, since he died 10 years later in 1988. Other songs that were the top tunes included Baker Street by Gerry Rafferty (one of my all-time favorites!), Use Ta Be My Girl by the O'Jays, It's a Heartache by Bonnie Tyler, and You're the One That I Want by John Travolta and Olivia Newton-John, and Still the Same by Bob Seger & The Silver Bullet Band (my favorite group! Must have been a great month for me!)

In his Critic's Corner column Roger Sharpe talked about *Big Town*, a four-player by Playmatic of Spain; Bally's *Black Jack*, which he compared to Williams' *Lucky Lady*; *Strikes and Spares* by Bally, a bowling-theme four-player; Stern's *Memory Lane*, described as Stern's first truly symmetrical game; and Gottlieb's *Joker Poker*, cards and drop targets.

In the realm of pinball Bally had just been granted a patent on its electronic flipper pinball machines using a microprocessor employed on all the pinball machines manufactured by Bally. Chairman Bill O'Donnell said, "This patent grant is another confirmation of he company's technological leadership in the area of design and engineering of amusement equipment."

Williams was proudly announcing its latest game *World Cup* which held several innovations for the company including dual electronic sound systems. Ken Fedesna, now general manager of Williams, was one of the electronic engineers responsible for the new sound system.

Play Meter's New Products section featured *Memory Lane* by Stern, *Sprint 1* by Atari, *Strikes & Spares* by Bally, *Sybaris 474* by Rock-Ola, *Joker Poker* by Gottlieb, *Lucky Draw* by Mirco, and *Vega 21* by Computer Kinetics.

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THE DEFLATION OF THE QUARTER

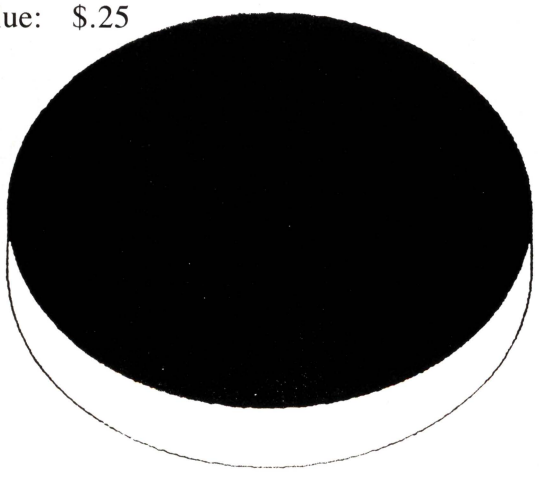
Laura Reznik of Bally did some extensive research that turned out to be quite enlightening and surprising. Of course, everyone knows that a quarter isn't what it used to be but when you actually see in black and white how little of its buying power is left since this 1972 comparison, it's plain to see why the industry is hoping for a dollar coin. Our thanks to Bally for giving us permission to reprint this because everyone who makes the coin-operated entertainment industry their business should find these comparisons quite interesting . . . Valerie.

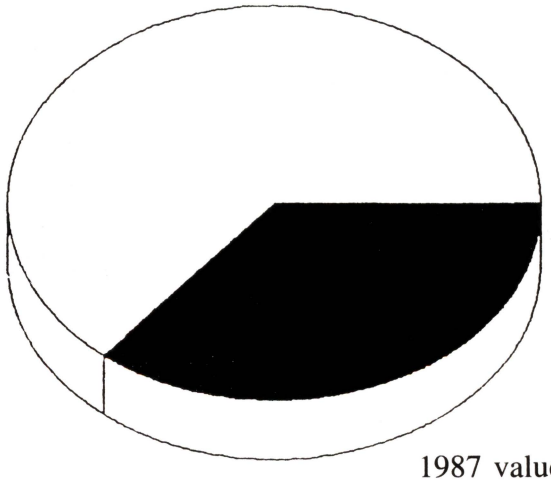
Bally
MIDWAY·SENTE

THE QUARTER
ITS PURCHASING POWER

WHAT IT WAS WORTH THEN

1972 value: $.25





1987 value: $.09

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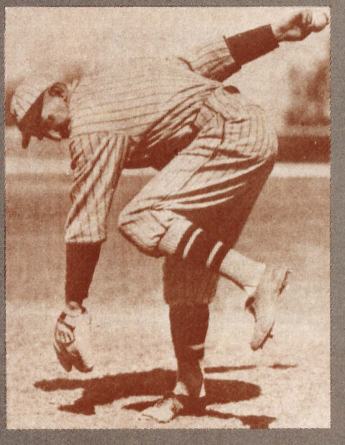

Pitchers were allowed to throw a "spitball" up until 1920. The rule change was instituted when the league authorities determined that a spitball was difficult to control and therefore dangerous. many of the pitchers who relied on the spitball were forced to take up new positions or give up baseball completely.

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HOLLAND	1 Guilder	1	$.54
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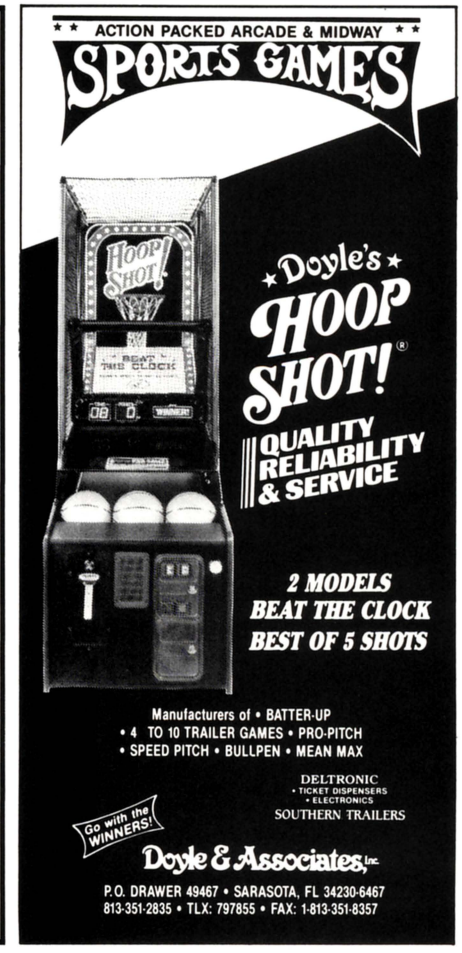

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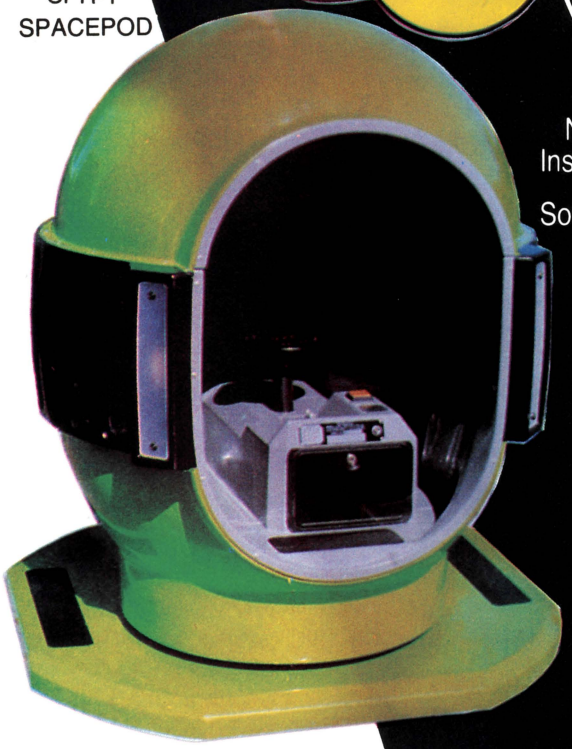

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COPIAT case clears court

The coin-op industry has waited nearly two years for a Supreme Court decision on a case filed by the Coalition to Preserve the Integrity of American Trademarks (COPIAT), a group of some 80 U.S. companies and trade organizations formed to fight the importation of gray market goods. However, the decision though touted a major victory for discount retailers, will not have the impact the industry expected.

The COPIAT group claimed that the U.S. Customs Service was violating a 1930 Tariff Act by allowing the gray market goods into the U.S. Customs defended its 60-year old position of allowing gray market goods into the U.S., claiming that the Tariff Act did not require them to stop these gray market goods from entering the country.

COPIAT sued Customs claiming that, on the contrary, Customs was violating the act and, in fact, should be stopping gray market goods from entering the states. Two years ago a federal appeals panel sided with COPIAT and overturned Custom's 60-year policy of allowing the importation of such goods.

Now, in the latest ruling handed down on May 31, the Supreme Court has disagreed with the lower court, saying that Customs was not doing anything wrong in allowing gray market goods to enter the U.S. The high court said that the Tariff Act did not protect commonly controlled (i.e. parent/subsidiary) manufacturers from competition by unauthorized distributors. Justice Anthony Kennedy, in the recent ruling, wrote in an opinion that "the law was ambiguous enough to justify Custom's interpretation that such goods could be legally imported without the express approval of the U.S. manufacturer or authorized distributor."

The gray market began expanding when the dollar increased in value against other foreign currencies. Independent retailers buy goods overseas and sell the items in the U.S. at discounted prices sometimes as much as 40 percent below retail.

Of course, the coin-op industry is embroiled in a controversy concerning parallel video game boards and some segments were anxious to use the ruling in this case to strengthen the argument that the boards are legal. Both the AMOA, Amusement and Music Operators Association; and AAMA, American Amusement Manufacturers Association have issued official statements and both tend to agree that the decision will not have a significant impact on the industry.

AAMA maintains its position that the boards are illegal and that, basically, nothing has really changed. Bob Fay, AAMA executive vice president, said, "This case was basically just one issue: Can Customs use its discretion in inspecting and seizing gray market goods? For 58 years they haven't stopped these goods and this ruling just says they still don't have to. However, the copyright issue was not even discussed and, as before, once those goods enter the U.S. the Copyright Law of 1976 kicks in. This case did not, by any means, prove that parallel boards are legal. Copyright owners continue to have a statutory right to prevent the unauthorized importation of foreign, lawfully-made video games."

AMOA issued a statement which says: "The Customs Bureau regulations at issue, implementing section 526 of the 1930 Tariff Act, provide exceptions to the Tariff Act's ban on the importation of merchandise of foreign manufacture bearing a trademark owned by a citizen of or by a corporation organized within the United States and registered in the Patent and Trademark office by a person domiciled in the U.S. unless written consent of the owner of the trademark is produced at the time of making entry.

The exceptions contained in the regulations permit importation of trademarked articles without consent of the trademark owner when: (1) Both the foreign and U.S. trademark are owned by the same person or business; (2) The foreign and domestic trademark or trade name owners are parent and subsidiary corporations or are otherwise subject to common ownership or control; and (3) The articles of foreign manufacturer bear a recorded trademark or trade name applied under authorization of the U.S. owner.

"A majority of the Court upheld exceptions one and two but held that the third is inconsistent with the statute. Elimination of the exception for authorized use does not appear to change substantially the current situation with regard to legality of the importation of gray market goods. Had the case been decided in favor of COPIAT the ability of trademark owners to bar the importation of gray market goods would have been strengthened.

"The court did not discuss whether any trademark or copyright law infringement remedies might be available against importers because those questions were not before it. The court's decision, therefore, does not appear to affect significantly the ability of trademark owners to exclude the importation of parallel goods, nor does it have any effect on copyright law issues involving parallel imports."

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NEWS

ACME picks Reno and theme for '89

Dates announced for the 1989 American Coin Machine Exposition (ACME) are Thursday, Feb. 23 through Saturday, Feb. 25 at Bally's Hotel in Reno.

Frank Ballouz, AAMA president, regards the change to a Thursday-Saturday pattern for the traditionally held weekend show as a positive move for the industry. "Our experience in Reno last year indicated that particularly for people returning to the midwest or east coast, flights leave late morning or early afternoon, which cut short their show time on the final day. A Thursday-Saturday show pattern will strengthen the last show day, and allow people more leisurely travel time before returning to work on Monday."

In keeping with ACME's return to Reno, Play It Again has been selected as the show theme, with promotion to include a special salute to the 100th year of the jukebox. Other jukebox promotions include a special exhibit tracing the history of the jukebox and a jukebox seminar offered free to all registered attendees.

Show committee chairman Bill Cravens announced AAMA's confirmation of future dates through 1991 as follows: 1990, Hyatt Regency, Chicago, March 8-10; and 1991, Bally's Hotel, Las Vegas, March 21-23.

Cravens commented, "In analyzing the show's demographics for the past three years, we find that establishing an east/west format provides a very healthy and productive operator base for ACME with attendance drawing heavily from the geographic region where the show is held while still maintaining its position as a leading national trade show for the industry."

AAMA's executive director, Bob Fay, co-sponsor of ACME, expressed his enthusiasm for the proposed ACME '89 seminar program "which promises to be the most exciting line-up of prominent industry and government speakers ever." Fay confirmed tentative plans for a motivational seminar to be addressed by noted sports personality, John Madden.

"Special events aimed at enhancing the show and ensuring that business opportunities do not begin and end with the exhibits and seminars will be evident in the spouse programs, all-show cocktail party with presentation of Play Meter Awards For Excellence in Service, post-show ski trip, and operator's breakfast that has been expanded to two days for ACME '89," according to Carol Lally of Play Meter and co-sponsor of ACME.

An exhibitor brochure will be mailed in early October for those interested in exhibiting at ACME 89. A late November mailing has been scheduled to thousands of operators, distributors, and technicians to include housing, registration, seminar, and spouse events.

For show information contact ACME '89 show management, William T. Glasgow, Inc., 16066 S. Park Ave., South Holland, IL 60473; (312) 333-9292, FAX 312/333-4086, or Telex (ITT) 4943831 BG UI.

Red Baron case gets new ruling

Research and depositions are presently underway in the lawsuit filed February 10 by Red Baron Amusements against Taito Corp. and the American Amusement Machine Association (AAMA).

The most current information in the case is that on May 17 the U.S. district court for eastern Virginia ruled that Taito Corp. must face charges of antitrust violation in Alexandria, Va. federal court.

Red Baron sued Taito Corp., its U.S. subsidiary, Taito America Corp., and the AAMA for engaging in allegedly illegal actions to force a tie-in of dedicated cabinets on U.S. operators of video games. Taito Corp. of Japan filed papers claiming that it could not be sued in the Alexandria case because it violated the due process clause of the U.S. Constitution to require it to face these charges in court in Alexandria.

The court concluded that Taito Corp. had engaged in enough activity making local contacts for it to be fair to make the company respond to the charges in court. The same court ruled recently that defendants Taito America Corp. and AAMA must respond to Red Baron's money damages claims. In making that ruling, the court rejected the defendants' contention that a Supreme Court decision insulated them from suits from operators who purchased their video game equipment from distributors, rather than directly from the defendants.

Previously, the court had denied a motion by AAMA to cancel the entire case against it. AAMA claimed that the First Amendment of the U.S. Constitution prevented Red Baron from suing it, because AAMA's conduct was just the exercise of free speech. Red Baron alleged that AAMA had engaged in threats, intimidations, and abusive conduct toward operators and distributors of video games, which exceeded mere free speech.

Bill Beckham of Red Baron said he was pleased by the three decisions and added that the way was paved for the court to rule on the merits of the case.

Williams/Data East disagree on pinball

Williams Electronics Games, Inc. has filed a lawsuit in the federal district court in Chicago against Data East Pinball, Inc., Data East USA, Data East Japan, and certain of its officers for allegedly copying key aspects of its pinball machines.

The suit seeks injunctive relief and money damages for patent and copyright infringement of its Automatic Replay Control System and certain of its hardware and software features.

Marty Glazman, vice president of sales and marketing for Williams, stated, "We have a very large investment in

research and development and wish to protect this vital element of what we feel makes the Williams games the most successful pinball games on the market.''

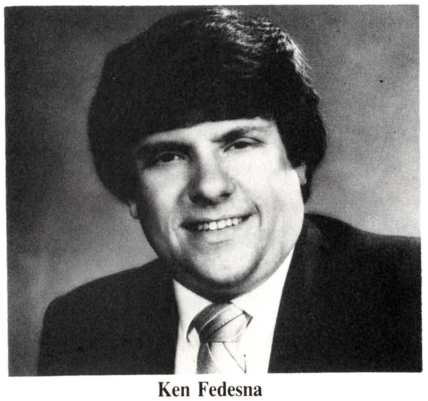
Also commenting on the case, Bob Lloyd, president of Data East USA, said, ''When we entered the pinball market, automatic or self percentaging was not a patented item and in various forms all manufactures offered it. Subsequently, Williams applied for and was granted a patent and now that is the issue we're discussing with Williams and attempting to resolve.''

Williams appoints Fedesna and Sharpe

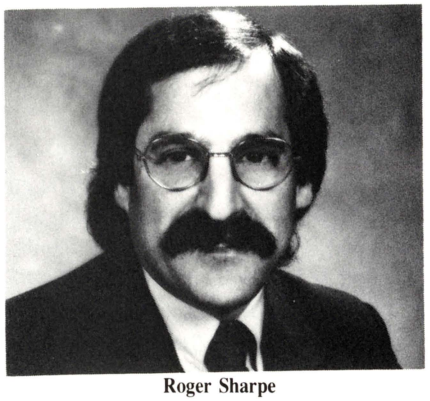
Williams Electronics Games of Chicago has appointed Ken Fedesna as vice president and general manager, and Roger Sharpe as director of marketing.

Fedesna will retain his previous title as vice president of engineering. He has been a long-time Williams staff member.

Sharpe was previously vice president of publishing for Cauzin Systems and managing editor at Gentlemen's Quarterly magazine.



Ken Fedesna



Roger Sharpe

Charges dismissed in Cogdeill case

Following a year long battle involving cranes, David Cogdeill of Dave's Vending in Akron, Ohio, has been cleared of all charges filed against him in 1987 regarding placement of a crane in an Open Pantry Food Mart in Ravenna.

The machine was seized and charges were filed, but on May 10 the matter was dismissed. However, county prosecutor John Plough wants all cranes removed from the county. Plough was defeated in the May 3 primary election.

Pop-A-Shot moves to new facility

Pop-A-Shot, Inc. of Salina, Kan., has enlarged its operation and moved to a new 40,000 square foot facility that combines improved office and production areas.

The new address for Pop-A-Shot is 1050 E. Pacific, Salina, KS 67401. The phone number remains the same, (913) 827-6229.

IAAPA trade show set for November

The International Association of Amusement Parks and Attractions (IAAPA) will hold its 70th annual convention and trade show November 16-19 at the Dallas Convention Center.

Exhibits will cover 1250 indoor booths plus perimeter outdoor space. An exceptional number of exhibitors are already locked in for the show. The Dallas Convention Center is conveniently located and access to Dallas is via the Dallas/Ft. Worth International Airport.

For more information on this event, contact IAAPA, 4230 King St., Alexandria, VA 22302; (703) 671-5800.

AMOA sponsors regional seminars

The Amusement and Music Operators Association (AMOA) will sponsor three regional seminars this year for route and sales personnel in the industry. Each will be held on a Saturday and Sunday featuring two tracks—one designed for beginning-to-intermediate technicians; the other for route sales/collectors. Registrants will have the option of signing up for one or both.

Dates of the seminars are August 13-14 at the Atlanta Marriott Airport Hotel, October 8-9 at the Philadelphia Airport Marriott, and December 3-4 at the Hyatt at the Los Angeles Airport.

According to Randy Chilton, chairman of AMOA's education committee, this concept has been discussed for the past year. ''This first series will tackle important nuts-and-bolts training issues that need to be addressed within the industry,'' he stated.

''We're very excited about the value of this new regional seminar program. It gives operators and their staffs an important and practical learning opportunity at a location closer to home.

The beginning-to-intermediate track will cover digital multimeters, monitors, and other technical topics. The track for route sales/collectors will address route training, route trouble shooting, maximizing profits from jukeboxes, and other route issues.

Complete program information, registration, and housing information will be mailed to AMOA members and the industry shortly.

Bhutani heads Atari sales

Satish Bhutani, a well-known personality in the amusement games industry, has been named vice president of sales for Atari Games.

Bhutani has replaced Mike Taylor who has transferred to Tengen, the recently formed home game software subsidiary of Atari Games.

''We are extremely pleased to have Satish here to head up our sales efforts,'' said Hide Nakajima, president of Atari. ''We are confident that Satish will be instrumental in our goal to further develop distributor and operator relations.''

Bhutani joined Atari Games as vice president of Atari Operations, Inc. in January and was in charge of develop-

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ing arcades in the western United States.

In addition to his former position in international sales for Atari in 1973, Bhutani has held positions as president of Data East and vice president of Namco America. Prior to rejoining Atari in January, for the past several years he has been the president of his own companies, Bhuzac International, Inc., and All American Amusement Co.

Atari's three regional sales managers, Greg Rice for the west, Frank Cosentino for the midwest; and Jim Newlander for the east, will continue with their territorial responsibilities and will report to Bhutani.

Satish Bhutani

MCMOA pushes bill to legalize cranes

The Michigan Coin Machine Operators Association (MCMOA) has overcome the first major hurdle in the difficult process of enacting legislation to legalize the use of cranes in Michigan.

After several months of research, bill drafting and working with members of the House of Representatives, House Bill 5576 passed on May 16.

MCMOA Executive Director Walt Maner has devoted many hours to this bill. The process now moves to the Michigan Senate where the same work must be done again. The bill has been assigned to the Senate Regulatory Affairs Committee chaired by Sen. Gil DiNello (D-East Detroit).

Adjournment for the summer break will slow the bill, but in the meantime MCMOA will be conferring with its Kalamazoo attorney on the possibility of extending the temporary restraining order in Kalamazoo Circuit Court against enforcement on cranes by the Liquor Control Commission on the basis of movement of House Bill 5576 out of the House of Representatives.

In part, the language of the bill states: "a prize, toy, or novelty contained in an amusement device described in this subsection shall have a wholesale value of not more than $3.75, shall not be redeemable for cash directly or indirectly, and shall not be or contain a weapon, a tobacco product, or an alcoholic beverage. An amusement device described in this subsection shall not display any prize, toy, or novelty that cannot be retrieved by a player."

MCMOA members are urged to thank representatives who voted for House Bill 5576 in order to help build future relationships and foster goodwill for our industry. Address correspondence to the representatives, c/o House of Representatives, State Capitol, Lansing, MI 48909.

Anyone wishing to obtain a list of the representatives may call MCMOA (517) 372-2323.

Grayhound names Amabile to team

Grayhound Electronics, Inc. has named Joe Amabile as a member of the product promotions team. With special emphasis on Grayhound's line of coin-op basketball games, his territory will cover Florida, Georgia, Alabama, and Mississippi.

Along with developing national promotion programs, Amabile will coordinate field promotions of leagues and tournaments with operators in his territory.

"We are building a professional promotions staff that reflects Grayhound's commitment to its products," said national promotions director Bob Mills. Amabile's positive attitude has proven to be an asset to operators he has worked with."

Prior to joining Grayhound, Amabile held regional sales positions in the apparel industry with Ocean Pacific, Gotcha, and G & S. He can be reached at Grayhound's Flagger Beach, Fla. office, (904) 439-3649 or (800) 833-HOOP.

WAMO elects new officers

New officers and two new directors were added to the board of the Wisconsin Amusement and Music Operators (WAMO) at its spring convention May 12-15 at the Paper Valley Hotel in Appleton, Wis.

At the general membership meeting, Leonard Stewart of LooseChange in Eau Claire and Duane Coubal of Northwest Coin Machine in Bloomer were elected to the board to replace outgoing members Richard Watson of Watson's Vending, current past president, and Colleen Pawlowski of Weinandt Music Co., current secretary/treasurer.

New officers elected for the coming year are Jim Stansfield, Jr. of Jim Stansfield Vending in La Crosse, president; Roger Westmont of Modern

Excuse the error!

It has been brought to our attention that an error occurred in the June issue on the News Bulletin page in which we stated that Jim Pierce recently sold his company, Cinematronics, to Byron and Leland Cook.

The correct information is that Tradewest, whose principles are Leland Cook, Byron Cook, and John Rowe, purchased certain assets of Cinematronics from the U.S. Bankruptcy trustee.

The Leland Corp., a wholly-owned subsidiary of Tradewest, is currently operating in the old Cinematronics facility. The only other association Leland has with the old Cinematronics is that it backs the product in the areas of field service and parts.

We're sorry for the error and any incorrect impressions it may have created.

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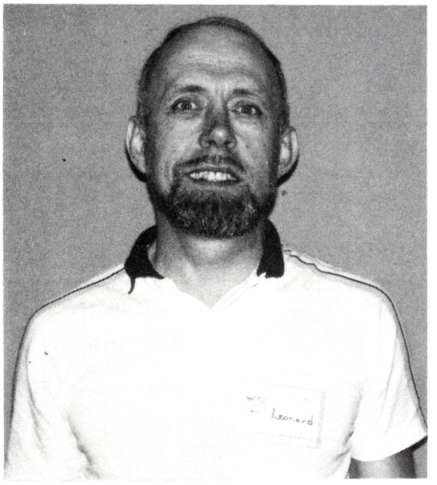
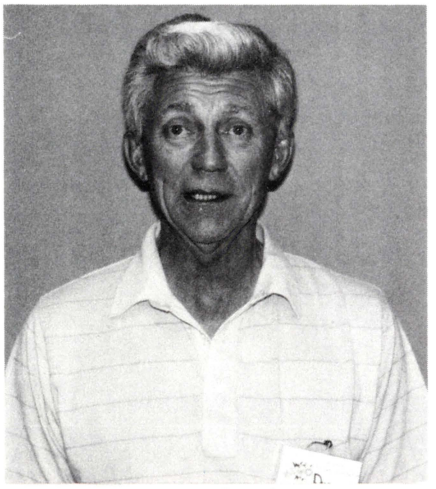
Specialty in Madison, vice president; and Mike Bohrer of Hastings Distributing in Milwaukee, secretary/treasurer. Current WAMO president Ralph Fleege of Mitchell Novelty will remain on the board as past president.



Len Stewart



Duane Coubal

Board members continuing service include Sam Cooper of Pioneer Sales and Service in Menomonee Falls, Bryan Hubbard of Coin Machines, Inc. in Colfax, Eric Jacobson of Amusement Devices, Inc. in Kaukauna, Richard Jacomet of Red's Novelty, Ltd. in West Allis, and Don "Bud" Johnson of Gardner Sales in Edgerton.

Williams appoints Smolucha and Chapa

Williams Electronics Games, Inc. has appointed Wally Smolucha as technical engineering director and Juan Chapa as program director.

Smolucha has been with Williams since 1979 and will now be responsible for directing the efforts of the mechanical, electrical, test, and engineering service groups.

Chapa has over seven years experience with Williams and will now be overseeing and coordinating overall company project scheduling. His duties will include directing the creative engineering groups in pinball game design, software, sound art, and video software; plus graphic engineering.

Arcadia appoints Davies to new post

Arcadia Systems has appointed Rachel Davies as vice president. Her first task will be to spearhead the sales and marketing drive in the U.S.

Davies has been dividing her time between the U.S. and the U.K. over the last six months, concentrating her efforts on establishing the British division of Arcadia. Prior to that she was working for Arcadia's parent company, Mastertronic, as the group marketing manager.

Rachel Davies

Davies is looking forward to the challenge of ensuring that Arcadia's first two products, the *Super Select System*, and *Leader Board Golf* kit, are well received in the U.S.

Friedman named to music group post

Rowe International, Inc. has named Joel Friedman as vice president of the music group. His expanded assignment encompasses all Rowe jukeboxes including the forthcoming dedicated CD jukebox.

Joel Friedman

Friedman has been with Rowe since 1984 and recently headed up the introduction and sales of the Rowe Video Jukebox, nostalgia jukeboxes, and Customusic systems. He has been involved with the company's corporate ownership since 1974.

Rowe's family of music now includes standard jukeboxes, 45 RPM/CD combo jukeboxes, video jukeboxes, nostalgia jukeboxes, wallboxes, and Customusic systems for background or foreground music.

Peltz, Yetnikoff co-chair benefit

Nelson Peltz, chairman and chief executive officer of Triangle Industries, Inc. parent company of Rowe International and Walter Yetnikoff, president and chief executive officer of CBS Records, Inc., co-chaired a special benefit for the Police Athletic League (PAL) of New York City on June 29.

Daryl Hall and John Oates, with special guests, Billy Joel and Cyndi Lauper, joined in a concert at Radio City Music Hall for PAL, a home away from home for thousands of New York City children. In some of the cities' most impoverished neighborhoods PAL is often the only place where a child can find warmth and security. It also keeps

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good kids off the street. Peltz and Yetnikoff point out that every child that walks into PAL is one that walks away from drugs and crime.

Peltz and Yetnikoff praised the music superstars for donating their time and effort to support this important cause. "We are proud of the genuine concern of these stars and appreciate their willingness to help the children of New York City," they commented.

Aussies successful with kiddie rides

Austrade, a publication of the Australian Trade Commission, recently praised Bolwell Flight Simulators Pty. for its success in placing its interactive kiddie rides in the U.S.

Ride Dynamics of Ann Arbor, Mich. markets the rides here and has just enlarged its list of distributors. According to the Austrade, "Bolwell says its mechanized fiberglass amusements pay for themselves in four months."

Contact Ride Dynamics, (313) 769-0172, for product information and distributor referral.

Raymond Heidel

Heidel promoted

Raymond Heidel was named vice president of engineering at Bally Midway Mfg. Co. He will oversee all engineering efforts for the company's pinball, video, and novelty games division. Heidel has been with Bally for 18 months as engineering manager and was largely responsible for the Mr. Flix Video Vending System.

Prior to joining Bally, Heidel was an engineering manager for Nuvatec Inc. and vice president of engineering for Taito America. Said Joe Dillon, president of Bally Midway, "We are in a re-build mode. Bally is working hard! I am confident that Ray's level of expertise and past performance will be very instrumental in achieving our goals."

Covenant House receives donation

Joe Robbins, president of the American Amusement Machine Charitable Foundation, recently presented a check for $35,000 to Father Bruce Ritter of the Covenant House in New York City.

Joe Robbins, left, and his wife Enid present a check on behalf of David Rosen to Fr. Bruce Ritter of Covenant House.

The Foundation honored David Rosen of SEGA Enterprises on March 11 at its annual appreciation dinner, held in conjunction with ACME 88 at Bally's Hotel Reno, Nev. The proceeds of this dinner are donated to the charity of the honoree's choice. Rosen named the Covenant house. Others honored in the past include Bill O'Donnell, Mike Kogan, Sam Stern, and Harry Williams.

Covenant House is an oasis for runaway and homeless children of all ages. No child is ever turned away; over 10,000 children are accommodated every year. The services cover a wide spectrum including rehabilitation services, housing and shelter, facilities for pregnant teenagers and unwed mothers, etc. Also offered is a wide range of educational help. Since only five percent of its revenues are derived from public funds, Father Ritter was deeply moved by AAMCF's contribution on behalf of David Rosen.

NAMA names Berney

The National Automatic Merchandising Association (NAMA) has appointed California attorney Joan Berney as western manager and counsel with the responsibility for government affairs and state association liaison in the western states.

Joan Berney

Berney's appointment brings NAMA's staff of attorneys up to five full-time employees serving NAMA members and the industry. She has moved the NAMA western office from San Diego to 15335 Morrison St., Sherman Oaks, Calif.

Rowe raises prices

Effective June 1, Rowe International announced a price increase that affects both dollar bill changers and vending machines, according to Jerry Hejtmanek, senior vice president of marketing. Hejtmanek said the change reflects significant increases in raw material costs during the past 12 months.

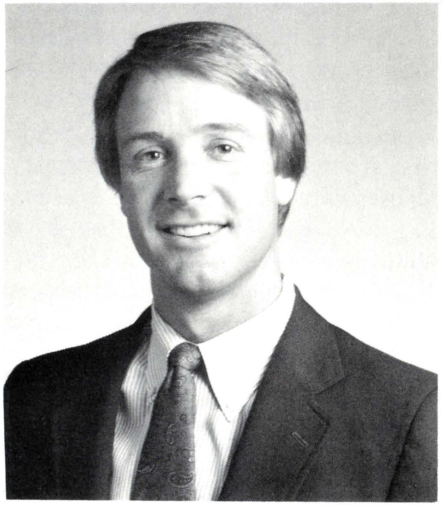
Increases in the dollar bill line of equipment ranged from 2.0 percent for the small single hopper changer (BC-1) to 3.9 percent for the large three hopper changer (BC-35).

The price increases for vending generally averaged 2.4 percent with the

new table-top snack unit being increased by 6.0 percent. Other units had changes ranging from 2 percent to 2.7 percent.

Petit elected Sega president

Tom Petit has been elected president of Sega Enterprises, Inc., U.S.A. Petit, an 11 year veteran of the video game industry, moves up from senior vice president of sales and marketing.



Tom Petit

Petit joined Sega U.S.A. shortly after its founding in 1985. Prior to that, he held the positions of vice president, sales and marketing, with Data East U.S.A., and national sales manager for Nintendo. Before that he was regional sales manager with Atari coin-operated games division.

Pop-A-Shot holds World Championship

Pop-A-Shot held its first annual World Pop-A-Shot Championship May 6-7 at the Westend Marketplace in Dallas, Tex., where 147 participants competed in seven different events. Players represented over 40 states plus Canada.

The seven events and finishers from first through 16 in each event were awarded cash, prizes, trophies, and products in the amount of $25,000. Pop-A-Shot and Converse co-sponsored the event.

Jerry Bisbano of Miami won the Open Event with a score of 114 points in 40 seconds with three mini basketballs. His victory over Shawn Herzberf shattered the existing world mark of Jim Poteet of Temple, Tex., who was the previous world Pop-A-Shot record holder with a 108.

Bisbano dominated the two day event with the Open Championship and also the 35 and over title; plus he teamed with Jim Baily of Los Angeles to win fourth in the Doubles event. Bisbano's total earnings for the day was $5,500 cash plus product awards presented by John Beazley of Converse Shoe Co.

Jan Williams of Lubbock, Tex., captured the first Women's World Championship with a victory over Gina Chiappori of Chicago. John Brooks of Wichita, Kan. won the 17 years and under championship with a victory over Brandon Alrich of Austin, Tex.

The Second Chance event was won by John Coniglio Jr. of Norwalk, Conn., who won $500 plus product. The Open Doubles Team Tournament was captured by John Demartino and Bill Saracin of Long Island, N.Y.

An additional highlight of the tournament was the Canadian Open Championship playoff that was captured by Loren McKenzie of Calgary, Canada with a win over Randy Heywood of Alberta, Canada.

Chermak joins Kane

Ed Chermak has joined Kane Amusement Distributing Co. of Tampa, Fla. as general sales manager. An 11-year veteran of the coin-op amusement industry, Chermak was previously with Eagle Distributing for five years.

In other Kane news, the company has recently relocated the Tampa office to new and larger facilities at 14364 N. Dale Mabry, which will serve as Kane's corporate office.

The new office space houses the parts and service departments and a 5,000 square foot showroom. Customers are invited to stop by and see the new facility and meet Chermak. The new phone number is (813) 264-1033.

Weaver appointed MASA president

David A. Weaver, former executive vice president of the American Amusement Machine Association (AAMA), has been appointed president of the Mail Advertising Service Association International (MASA), a 66 year old trade association in suburban Washington, D.C.

Weaver served with AAMA for two years in which the membership grew from 41 to 61 members. "The association is strong and professionally run, with a good communications program to members," he said. "That's what is important and that's what attracts and keeps members."

Weaver also contributed to the ACME trade show, co-sponsored by AAMA and Skybird, publisher of Play Meter. According to ACME show chairman Bill Cravens, "David was not only an active member of the joint venture executive committee which made the policy decisions regarding the show, but he was the representative of both show partners in working on a day to day basis with the show management firm to make the shows successful."

Collins Foundation presents grant

South Carolina Gov. Nick A. Theodore announced in early May that the Fred Collins Foundation of Greenville has awarded a $25,000 grant to help further the goals of the commission on the future of the state.

The Fred Collins Foundation is a private charitable organization established four years ago to improve and stimulate growth in education and other charitable causes for South Carolina, and is funded by Fred Collins and Collins Music, Inc. of Greenville.

Collins said he awarded the grant because "the work of the commission is one of the most important projects taking place in the state today. The purpose and goals of the commission are in line with the philosophy of the foundation—to better our future."

NYSCMA presents exhibitor awards

The New York State Coin Machine Association (NYSCMA), which welcomed operators, technicians, distributors, and exhibitors from New York and adjacent states at its April trade show, again presented certificates to outstanding exhibitors.

Winners this year were: Best Organized, Victor Conte Sales; Most Attractive—Frey Enterprises; Most Impressive—T.O.P. Distributing; Most Congenial—Betson/Advance Distributing; and Best All Around—J.S. Sales.

NYSCMA president Dick Driscoll considered the certificates "a means of sharing the appreciation of the association's leadership for the participation and contribution of the exhibitors in helping to make the show a success."

Certificates of appreciation were presented to outgoing president Bill LaHart and retiring board members Dan Morin, Mohawk Valley region; Jack Hearns, Metropolitan; Randy Bergman, western region, and Vic McCarthy, Hudson Valley.

The NYSCMA board is looking into the possibility of conducting next year's show in closer proximity to New York City and perhaps working cooperatively with New Jersey and Connecticut. The association is interested in members' thoughts on this subject.

This year's show included several educational programs, the annual membership meeting, and many door prizes presented thanks to the generosity of manufacturers and local distributing companies.

New-Way Sales has pinball school

New-WAY Sales of Edmonton, Alberta, Canada hosted a Williams pinball school and open house on March 27. Despite blizzard-like conditions, 45 attendees as far away as Saskatchewan and the North West Territories were there.

Tom Cahill of Williams conducted the school and provided special trouble shooting literature and small parts.

After the school, the open house started with the help of factory representatives sharing with the guests information on new equipment. Special door prizes were given away, including a color television from Konami won by Ned Stiles of Westlock, a microwave from Premier won by Quarterflash of Northbattlegord, Saskatchewan, two *R.B.I.* kits from Atari won by Victory Amusements of Edmonton and Als Vending of Legal, and a tote bag from Williams won by Stargate of Calgary.

New-Way thanks all its customers and distributors for making the event a successful one.

At the New-Way Sales pinball school, in old west attire standing l to r: Mike Cooper, New-Way Sales; Frank Cosentino, Atari; Paul Weideraenders, Capcom; Paul Janda, New-Way Sales; Tom Cahill, Williams; Gary Mathis, Leland Corp.; and John Bouras, Premier/Gottlieb. Seated are Yvonne Heemeryck, New-Way Sales and Jerry Janda, New-Way Sales.

North West Open

Merit Industries, Rainier Ale, General Leisure and Dartmaters, sponsored the North West Open Darts Tournament in the Seattle Tacoma area May 27-29 at the Doubletree Inn, Seattle.

Over $3,000 in cash and prizes were awarded to dart players participating from Washington and surrounding states. Eight events were scheduled with cash prizes to the top finalist in each event. Special events were added to benefit the Muscular Dystrophy Association. Rick Lynch served as tournament director the field size down to 12 or less teams in all divisions.

Sunday, all sanctioned players not in the team finals were eligible to enter a Mixed Cricket event.

Hundreds of shooters and spectators gathered for the annual WAMO Dart Tournament.

First place winners in the major categories were: Open Masters—Steve Miller, Tom McInnes, Bruce Holmes, and Todd Geerts of Appleton; Open A—Jim Forester, Pete Guell, Tom Dilling, and Mike Kunz of Eden; Open B—Steve Koch, Jeff Bowen, Scott Topp, and Scott Vavra of Monroe; and Open C—Jim Zimmerman, Doug Flourndy, Paul Junio, and Brian Mitts of Madison.

Womens A was won by Dar Dutcher, Missy Michalkiewicz, Vickie Heegeman, Kathy Steffenhagen, and Nancy Werner of Kaukauna; Womens B was captured by Susan Loop, Kim Sprotte, Liru Smith, and Leasa Merrill of Fond du Lac.

Winners in doubles events were: Masters—Tom McInnes and Steve Miller of Appleton; Open A—Michael Niemon and Dan Wilburth of Wauwatosa; Open B—John Irwin and Jerry Winters of Eau Claire; Womens A—Judy Brott and Mary Franz of Manitowoc; and Womens B—Jan Olson and Lynn Slinger of Madison.

Other winners were: Cricket Singles—Bruce Holmes of Appleton; Mixed Cricket—Linda Bonneville of Appleton and Dave Handel of Kimberly; Luck of the Draw—Dave Handel of Kimberly and Greg Brzeski of Milwaukee.

WAMO Dart Tournament

A record 1,878 attendees jammed the Americana Resort in Lake Geneva, Wis. for the fourth annual WAMO Dart Tournament April 22-24. A total of $35,000 in cash and prizes was distributed during the three day event.

Following tradition, the opening event was a Luck of the Draw Doubles 301 played by 302 shooters. Then 76 top rated players took part in a Cricket Singles event, new to the program this year. Prize money for Luck of the Draw was $3,350 and for Cricket $1,010.

The format for Saturday was four player teams by day and doubles at night. The four player team event had 223 entries playing in six divisions while the doubles portion drew 272 entries playing in five divisions. Prize money for the two events totalled $23,920. Both Saturday events brought

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International Team Championships of Electronic Darting

Lake Geneva, Wisconsin's Americana Hotel was the glamorous setting for the annual AMOA National Dart Association tournament co-sponsored by Merit Industries and The Valley Company, who both donated the official NDA tournament machines. The excitement was contagious as crowds gathered to cheer their teams on through the preliminaries and the finals.

It was the largest group of NDA electronic team dart league players ever collected under one roof, 237 teams compared to only 100 at the first tournament in 1986.

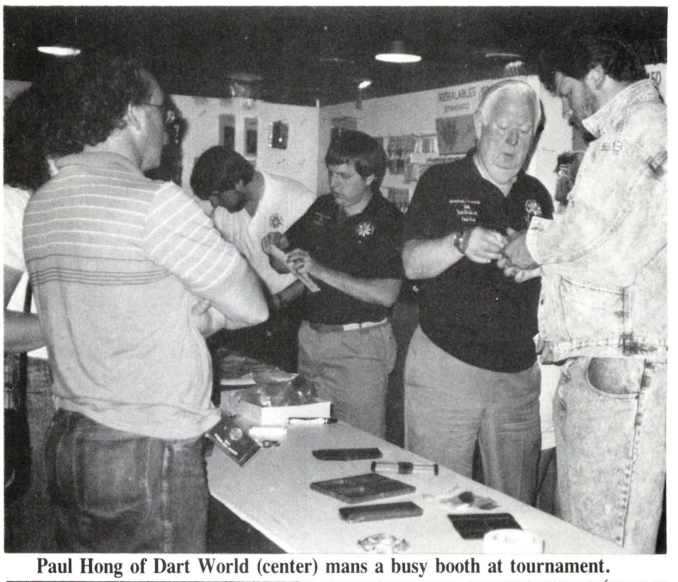
At the banquet, winners were presented their trophies and checks and all were entertained by Lizz Winstead, who hilariously bantered with players.

The winners in the six divisions were Claude & Annie's sponsored by Indy Amusements from Indianapolis; The Wild Dueces from Japan; O'B's Bar, Marroni; Red Rooster sponsored by Dahlco of St. Paul; Kishawaukee sponsored by Rockford Star of Rockford, Illinois; and Side Bar 5.

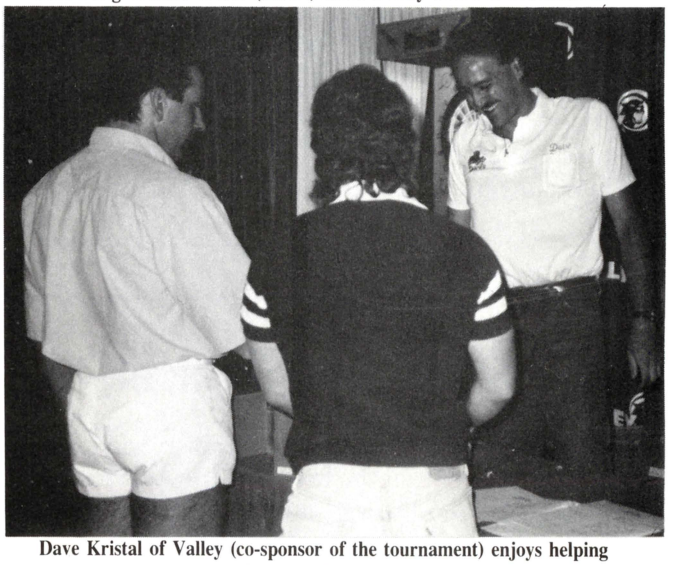
For more information on this program, you can contact Joe Conway at 414/263-2444.

K.E.J. Webb (left, sitting) and Nigel Bankes traveled from England to study electronic darting. They're shown here with (from left, standing): Peter Feuer, Howard Smoyer, and Mort Ansky of Merit Industries, one of the sponsors of the tournament.

Jean Odeski (center) of Darts Etc. Amusements with Merit staff (from left): Callie Parks, Rick Lynch, Kathy Verdonck, and Mort Ansky.



Paul Hong of Dart World (center) mans a busy booth at tournament.

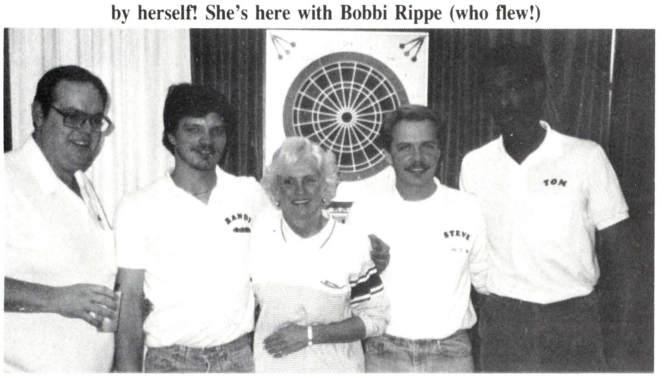


Dave Kristal of Valley (co-sponsor of the tournament) enjoys helping players with supplies.

This team from CPC Music includes (from left): Skip Morrison, John Arthur, Wayne Cunningham, and Brian Keim.

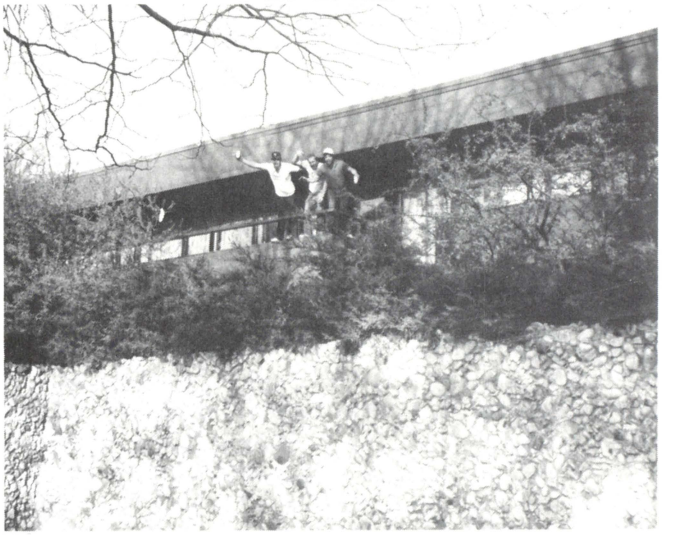
Are they having fun? I don't think we even have to ask! Paul's Spuds Gentlemen from Paul's Place include: (Gary Jasper, Jim "Crazy"Allen, Dave Drach, Tim "Greis" Reis, and John "Pig Pen" Holzhauer.

Jean Odeski (left) traveled from California in this trailer (note the sign) by herself! She's here with Bobbi Rippe (who flew!)

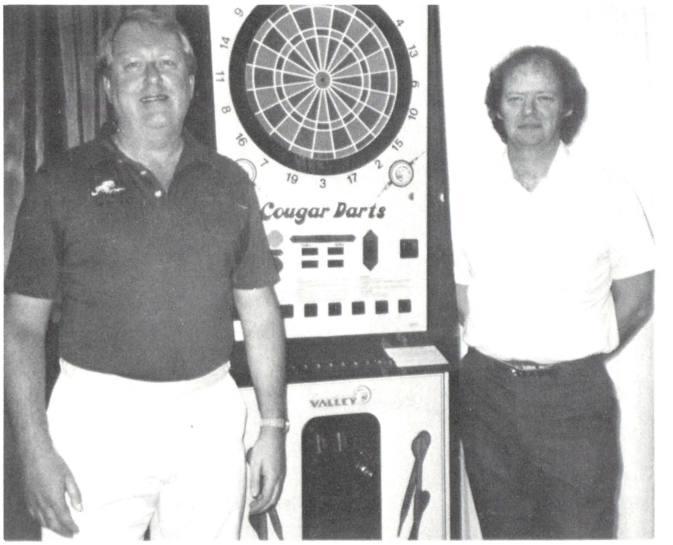


JoAnn Essex (center) watched two of her teams, Indy Amusements and Claude & Annie's compete for the championship of the Open A Division. I wonder who she was cheering for!

Tournament coordinator Joe Conway gets an ovation for his dedication and hard work.



A typical scene of players having possibly too good of a time!



Alan Shafer (left) of Valley with Gary Benson, tournament director.

FLORIDA

It was a sad day for the video game business in Hialeah on May 17 when city councilman Herman Echevarria succeeded in getting an ordinance passed that will effectively eliminate video games in the city by 1990. The ordinance, supported by many parents and a majority of the council members, was first vetoed by popular Mayor Raul Martinez. By a vote of 5 to 2, the council voted to overturn this decision.

The ordinance essentially gives video games until 1990 to leave the city. Several other ordinances were proposed in an effort to either severely limit video games in the city or eliminate them altogether. There has been a moratorium on video game licenses and the issue has been hotly debated for several months.

Four children, including Sean Martinez, addressed the council in an effort to sway the members away from adopting the ordinance, but to no avail. Mayor Martinez would like to introduce a compromise ordinance, but until one is formulated, 1990 stands as a death knell for videos in Hialeah. Martinez, who has been quoted as saying "cities cannot legislate morals," does not consider video arcades a major problem.

The largest video arcade in the city, Fun-O-Rama, was in favor of the proposal that permanently halted issuance of any new video game licenses. In a city where there is debate over videos, this would have been in the best interest of Fun-0-Rama. Fun-0-Rama is located in the Westland Mall. Westland would like to open its own arcade. There is expected to be more controversy on this issue as the year 1990 approaches.

In Miami, Video Jukebox Network has been granted a patent covering viewer interactive display systems from the U.S. Patent Office. Among applications covered by the patent is the viewer ability to select specific music videos to be shown on all televisions that are tuned to VJN programming. The viewer interactive display systems have other applications, such as shopping, trivia, sports, and general information.

GEORGIA

Nine year old Nicodemus Barnes of Augusta, whose favorite game is fussball, has been named Little Boy of the Year for the Boys Club of Augusta. He received the award for attendance, participation, sportsmanship, and friendship. He is a third grader at John Milledge Elementary School.

NEW JERSEY

Arcade owners Chris Cotty and Bill Natusch of the 8 on the Break in Dunellen are having difficulty getting approval for 17 additional video games in their arcade. The Borough Council would not give its approval and has decided to increase the fees for licenses from $25 per game to $250, a severe cut on the arcade, especially without the additional 17 games.

Previous owners of the arcade operated 70 games even though they had licenses for only 40. Cotty and Natusch applied for 17 new licenses and then ran into a snag. Residents are behind them; however, and consider the arcade a good place for their teenagers to congregate. Customers cannot drink or smoke on the premises. Many have said the owners have gone to great lengths to prevent unruly conduct.

There is no local ordinance that sets a limit on the number of games allowed in the building, although the Borough Council appears to assume that 40 games is the legal limit in an arcade.

NEW YORK

Lackawanna bars and amusement centers have received notices that they will face court action if the machines on the premises are not licensed. A lax compliance with licensing fees have caused a crackdown. Over 30 owners have complied since the first notice was mailed, but many have not.

City Clerk Gerald DePasquale is seeking proper payment for machines for 1987 and 1988. Distributors who own two or more machines must pay a franchise fee of $250 and a $75 licensing fee for each machine. Vending machine fees vary from $5 to $25 and those for cigarette machines are $10 with a $50 franchise fee. Equipment covered includes videos, jukeboxes, pool tables, and vending machines.

PENNSYLVANIA

The Pennsylvania Amusement and Music Machine Association is anticipating a good crowd for its annual convention and trade show, set for July 15-17 at the Mountain Laurel Resort and Conference Center (formerly The Hershey Pokono Resort). The schedule of events includes a golf tournament, seminars, membership meeting, welcome party and banquet, auction, and 11 full hours of viewing exhibits of new equipment.

Anyone who has not yet made reservations should contact PAMMA at (800) 521-7778 in Penn. or (717) 232-5322 out of state.

WAMO celebrates legal cranes

Fresh on the heels of a legislative victory legalizing cranes in Wisconsin, members of the Wisconsin Amusement and Music Operators Association (WAMO) gathered to celebrate at the Paper Valley Hotel in Appleton, Wis., May 12-15, for their annual convention and trade show.

WAMO lobbyist Tom Coenen was a featured speaker at the business session and welcomes calls from other state associations regarding work necessary to pass such a bill. According to Coenen, the bill was "well orchestrated from the beginning." He noted that Wisconsin Governor Thompson stated he had heard more about that piece of legislation than any of the others he had signed that day. Members were urged to help support the senator and representative who helped pass this legislation.

The legislative job is not completely done, members heard, as their attention was directed to the gray area games issue and the coming year. Outgoing WAMO president Ralph Fleege said, "We need to continue to support our legislators and win trivial victories so that when something significant is needed, we'll be able to get it passed." He encouraged members to speak their minds, participate in the association, and donate to the political forces now favorable to WAMO.

A wide-ranging seminar program included speakers Troy Hibbard of Li'l Mort Sales addressing the merchandising of cranes; Morley Burnett of B.M.B. Services discussing sound systems for jukeboxes; and Ted Furkin of Allstar Music covering computers.

A Fabulous Fifties Party brought true nostalgia as members joined in contests for hula hoop, hand jive, limbo, bubble gum blowing, jitterbug, and the twist, as well as best dressed couple. Waistlines were stretched a bit when the Make Your Own Sundae Bar opened. As one manufacturer said, "Some things you just can't say *no* to."

Exhibitors showed the latest in coin-op equipment, with an emphasis on cranes and supplies for them. A cocktail reception and banquet rounded out the program of activities that had started with a golf tournament the first day. Next year WAMO will host the convention in Lake Geneva.

Seated l to r: Jo Ann Hubbard of Coin Machines, Judy Coubal of Northwest Coin Machine, Carolyn and Len Stewart of Loose Change, and Duane Coubal.

Gene and Mary Lou Coughlin of Impressment Plus.

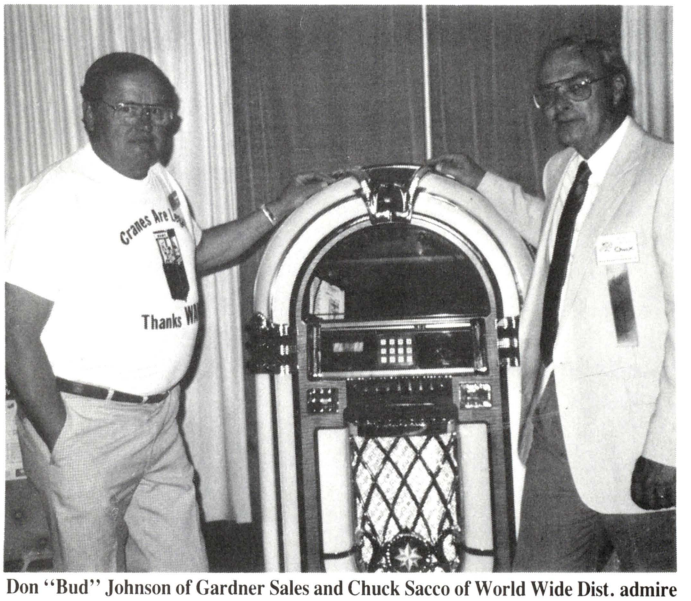
Ralph Fleege, son Ralph, and daughter-in-law Jill enter the Fabulous Fifties Party.

At Merit's booth, l to r: Mike Bohrer of Hastings Dist., Howard Smoyer of Merit, and Dale Saunders of Triple S Promotions

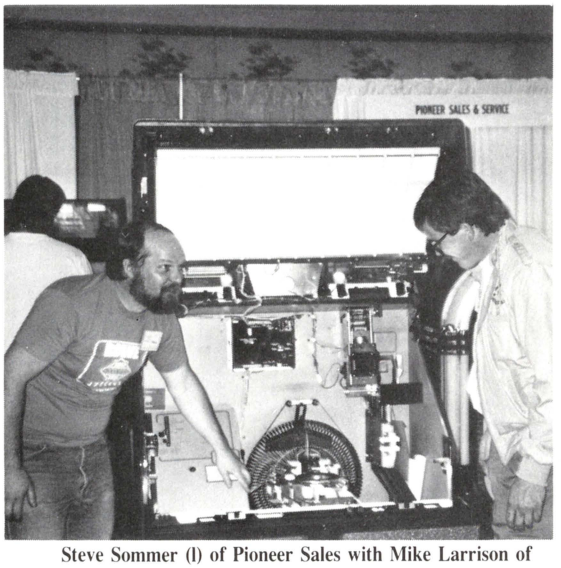
Kluever Music's Fred Fluever and son Todd sample *Thunder Blade*.

Betson's Wylie Irwin (c) shows *The Mating Game* to Mark Konemann (l) and Tom Harrison of VacationLand Vendors.

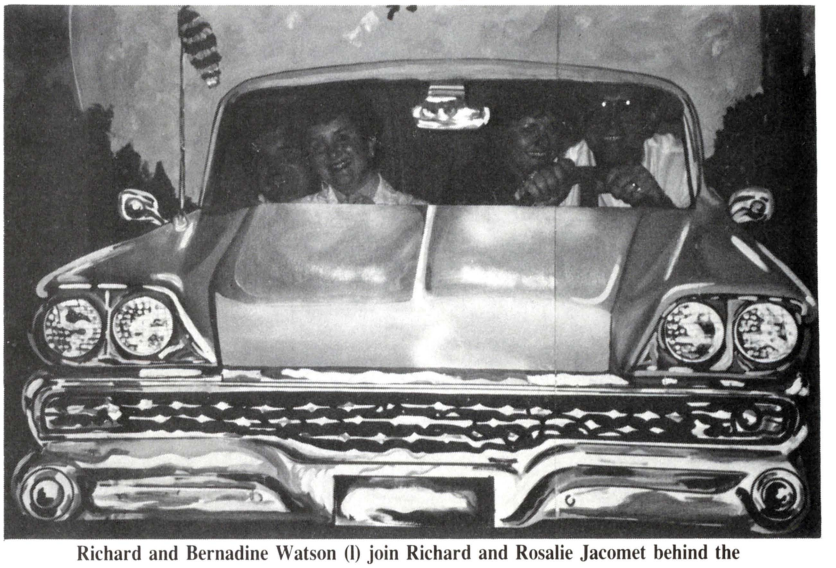
Paul Jacobs of SNK (l) with Jack Zimmermann of Badger Music Sales and the still popular *Guerrilla War*.



Don "Bud" Johnson of Gardner Sales and Chuck Sacco of World Wide Dist. admire the Seeburg *Classic* CD.

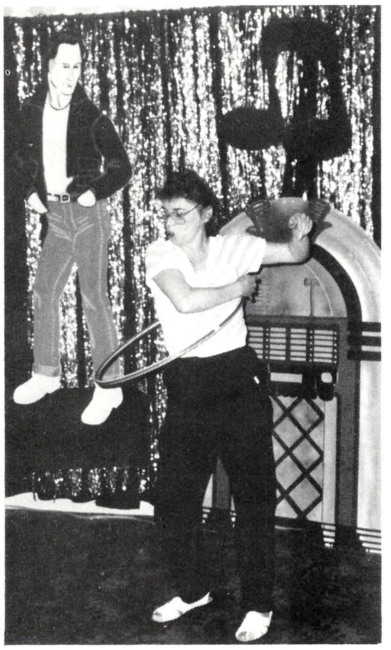


Steve Sommer (l) of Pioneer Sales with Mike Larrison of Jim Stansfield Vending and Rowe/AMI jukebox



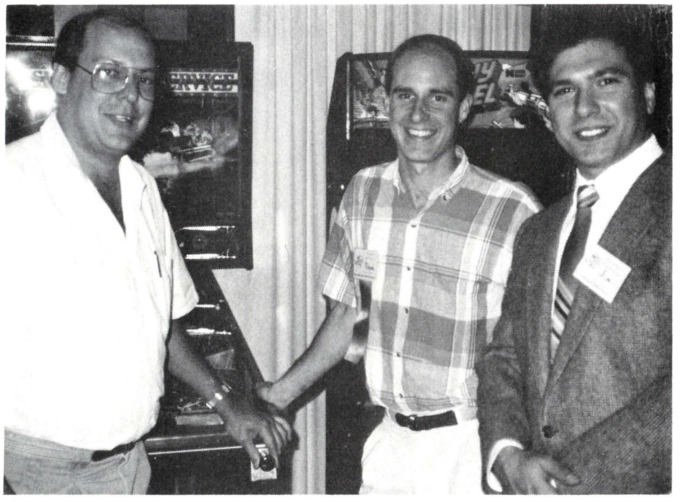
Richard and Bernadine Watson (l) join Richard and Rosalie Jacomet behind the wheel of a '59 Ford.

Tim and Renee Hayes of Jim Stansfield Vending walked away with the best dressed couple prize.



Pat Wuorinen of Racine Amusement won the hula hoop contest.

Troy Hibbard of Li'l Mort Sales talks crane merchandise with Larry Van Rueden of Suburban Vending



Eric Jacobson (l) and Dave Cabrielli (c) of Amusement Devices with Jim Pietrangelo of SMS Mfg.

Johnston Products' Mel LaForce (l) welcomes Steve Cartier, Kurt Van Fleteren, and George Krause of Appleton Coin Machines

Friendly plush competitors, l to r: Jim McVey of Prizes!, Jack Kelly of Acme Premium, and Jack Parker of Nancy Sales.

WAMO executive director Joe Phillips (l) with staffers Kari Foster and Karen Heil, and Ralph Fleege of Mitchell Novelty.

Sunshine hits home run with its customers

Sunshine Distributing of Kansas City literally took its valued customers "out to the ball game" on May 5 for a celebration after the grand opening of its new, expanded office, parts, and service facility.

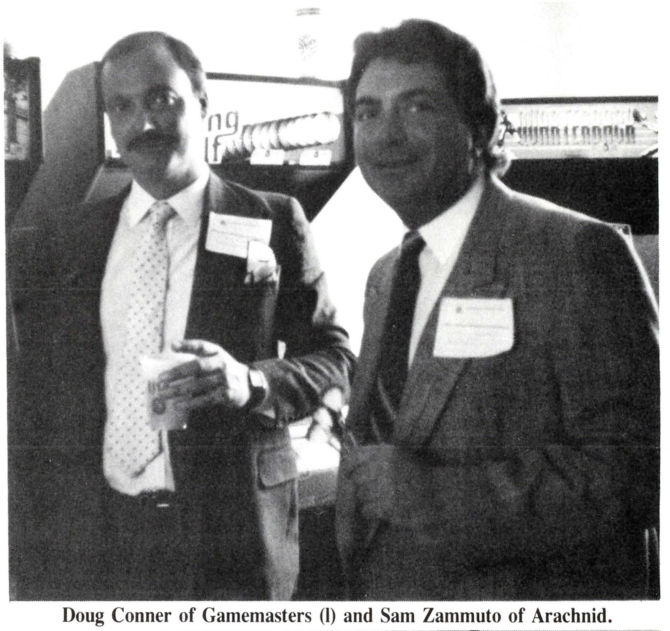
An afternoon of new product viewing at the Sunshine headquarters progressed next to the Kansas City Royals Stadium Club and a prime rib buffet. Over 130 Sunshine customers joined the staff for this special event and a match-up of the Royals with the New York Yankees.

Sunshine's Mark Loethen, Talih Ozturk, David Loethen, Rich Grant, and Ron Starwalt were on hand to greet customers and introduce them to the newest service technicians, Kuakun Kantawong and Warren Korfhage.

Manufacturer representatives present included: Sam Zammuto, Arachnid; Jay Wood, Ardac; Frank Cosentino, Atari; Ed Schmidt, Bally; Damon Paramore, Dynamo; Doug Conner, Gamemasters; William Van Anda, Intermark; Phil Horowitz, Kramer; Dennis Sable, Leland; Ted Howell, Mobil Records; George Furgueron, Rock-Ola; Jim Vanderhoof, Sega; and John Barone and Tracy Zook, SNK.

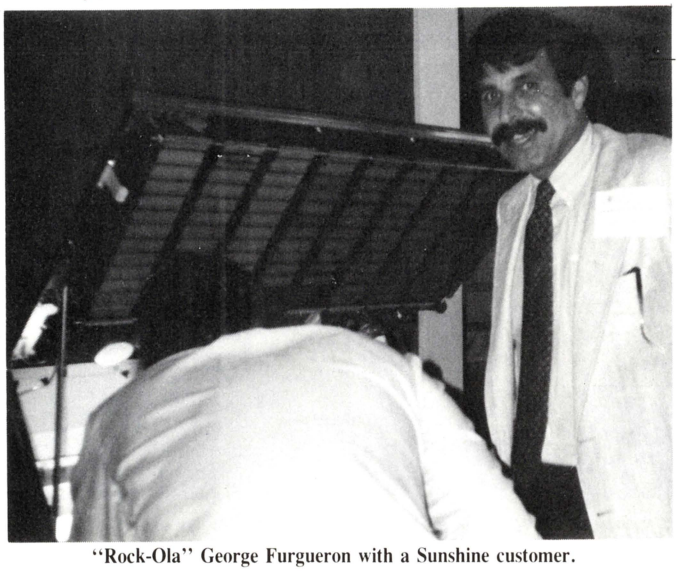
Door prizes ranging from service kits to game kits and dart games to bill acceptors were generously donated by manufacturers and were won by Jim Markum of Armour Amusement, Carl Jones of Astro Amusement, Pat Wilson of Automatic Music, Leonard Rommelfanger of Cardinal Service, John Coe of Choice Distributing, Jim Hayes of Hayes Vending, Linda Baker of Heartland Amusement, Chuck Steele of Just Fun, Mickey Finn of N.K.C. Pro Bowl, and Ed Mercer of Tubby Vending.

Sunshine's new office is located at 1518 N. Topping, Kansas City, MO 65109; (314) 893-2756.

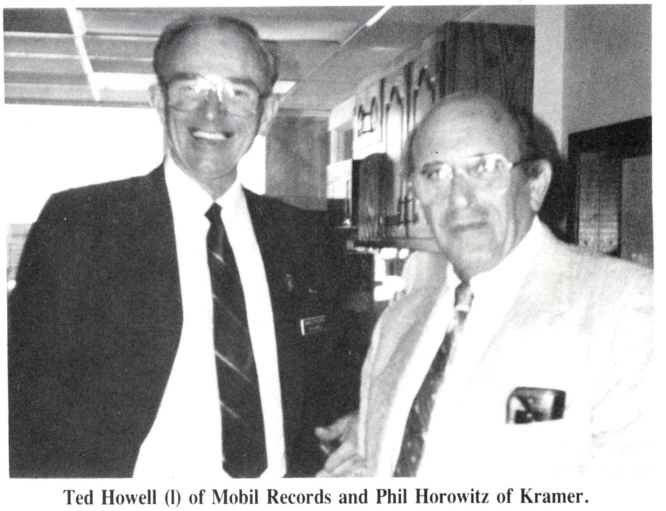


Doug Conner of Gamemasters (l) and Sam Zammuto of Arachnid.

Atari's Frank Cosentino (l) and Sunshine's Mark Loethen by *Vindicators*.



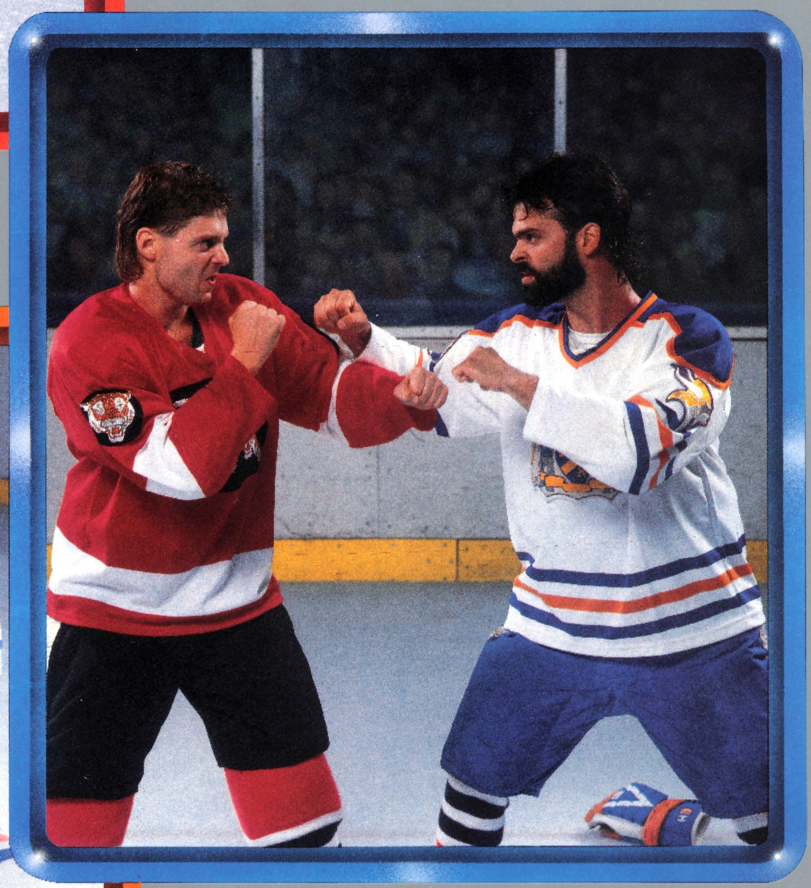
"Rock-Ola" George Furgueron with a Sunshine customer.

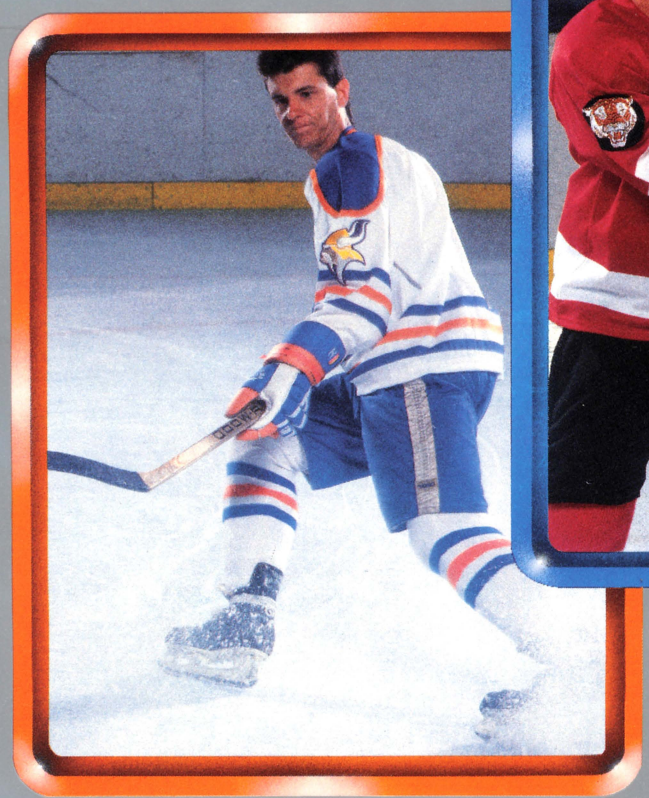


Ted Howell (l) of Mobil Records and Phil Horowitz of Kramer.

THE HOTTEST GAME ON ICE.

BLADES OF STEEL





- Dedicated Upright
- 2 Player Interactive
- Horizontal Monitor

KONAMI

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BLADES OF STEEL™

1. **Dedicated Upright**
2. **2 Player Interactive**
3. **Horizontal Monitor**
4. **Each Player's Controls Are:**
   - **1 Trackball**
   - **3 Buttons: Face Off/Pass Shoot Fight**

Description:

The most exciting hockey games are those that have a good mix of hockey play as well as player fights. This combination of action is incorporated into Blades of Steel, the supreme hockey challenge.

To start the game, each player enters initials for his team's name. The action then begins at the face off. The player controls the character on his team in the solid outline. The player can do all the things a real-life hockey player can do. He skates around the rink, constantly trying to gain control of the puck. By checking or punching opponents, the player can steal the puck. He can pass the puck to one of his team members for an assist, or shoot for a goal himself. Throughout the game, an announcer describes the action occurring on the rink.

When tempers flare up, the punches will fly. In Blades of Steel, one-on-one blows lead to a close-up fight. With the crowd cheering them on, players insult each other, throw their gloves down, and start swinging. The only penalty in Blades of Steel occurs if you lose the fight. The loser is ejected from the game for 30 seconds, putting the game into Power Play. The winner gains control of the puck.

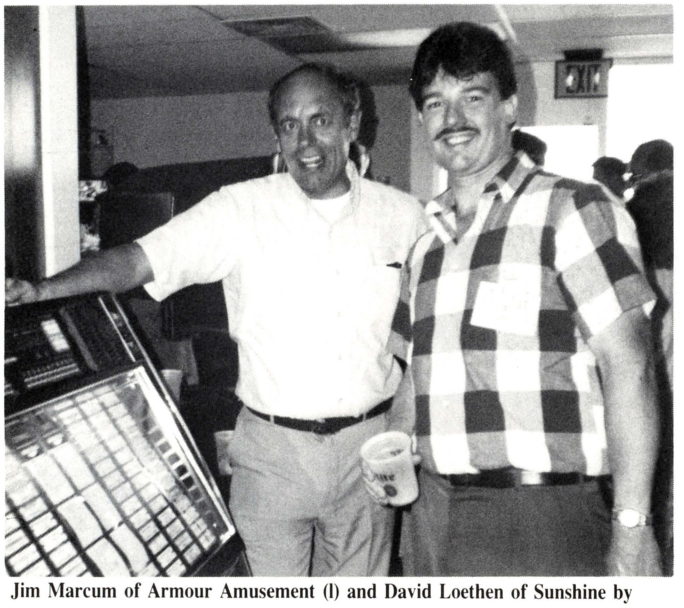
25¢ buys 1 minute of playing time, expandable up to three 20-minute periods. If one player beats the CPU in a game, he is awarded extra playing time. A full game consists of three 20-minute periods. After each period, one bonus stage is given, either Slap Shot stage or Block Shot stage (alternating). In the Slap Shot stage, the player shoots as many goals as he can in the amount of time given. In the Block Shot stage, the player blocks oncoming shots from the opponent. Extra playing time is given depending on the amount of shots scored or blocked.

To add to the realism of the game, at the end of 3 periods of play there is a presentation of the trophy to the winning team!

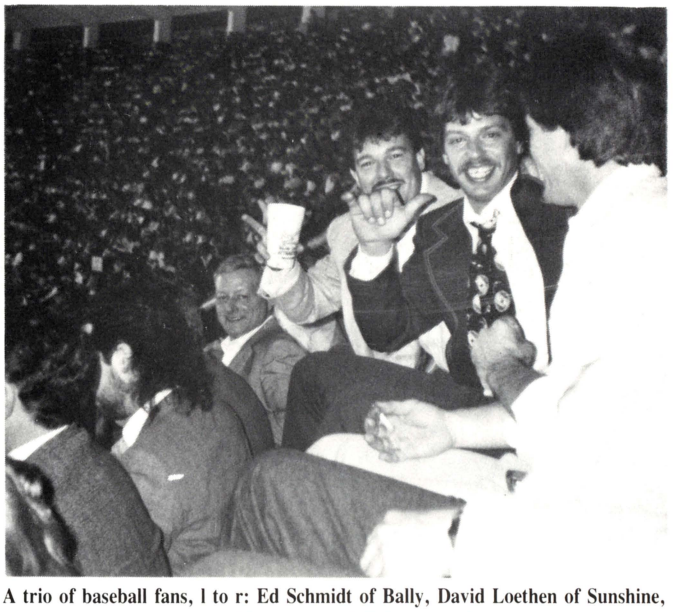
KONAMI®

Sega's Jim Vanderhoof explains fine points of *Thunder Blade*.

Talih Ozturk and his wife, Joyce, enjoy the Royals/Yankees game.



Jim Marcum of Armour Amusement (l) and David Loethen of Sunshine by Rock-Ola jukebox.



A trio of baseball fans, l to r: Ed Schmidt of Bally, David Loethen of Sunshine, and Ed Mercer, Jr. of Tubby Vending.

At Sunshine's's new front entrance, l to r: John Barone and Tracy Zook of SNK, Dennis Sable of Leland, Mark Loethen of Sunshine, and Damon Paramore of Dynamo.

OPEN HOUSE

Welcome to Minnesota

From left: Dick Rice, Steve Bullis, and Kevin Hammerbeck of Classic Jukebox.

Todd Erickson of Summit Amusements visits the Lieberman Music Co. booth

Linda Winstead of Lieberman Music with Dynamo's Mark Robbins.

Bob Thomas (l) of Minnesota Pastime with Rollie Beach of Beach Distributing.

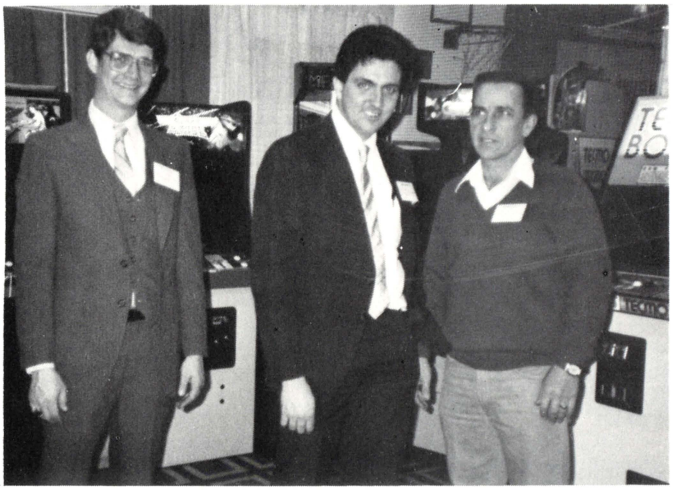
Jerry Borth (l) of Borth Amusement is teaching his daughter, Lindsey, early how to pick out parts from Don Shequen of Wico.

Paul Hong (l) of Dart World with Marilyn Hempel and Nick Voden of Great Lakes Darts.

Doug Smart (l) of Northern Amusement Co, with Jack McDonough of Cummins-Allison.

Marcio Bonilla (c) of Arachnid with Tri-State Music's Ernie Woytassek (l) and Gary Woytassek.

Diane Knupp (l) chats with Frank Seninsky and Karen Nagel of Alpha-Omega Amusements.



From left: Mike Kistler and Richard Sweet of Sweet Distributing with Chuck Peterson of American Amusement Arcades.

Outgoing MOMA president Gene Winstead (l) receives plaque from previous president Rollie Beach.

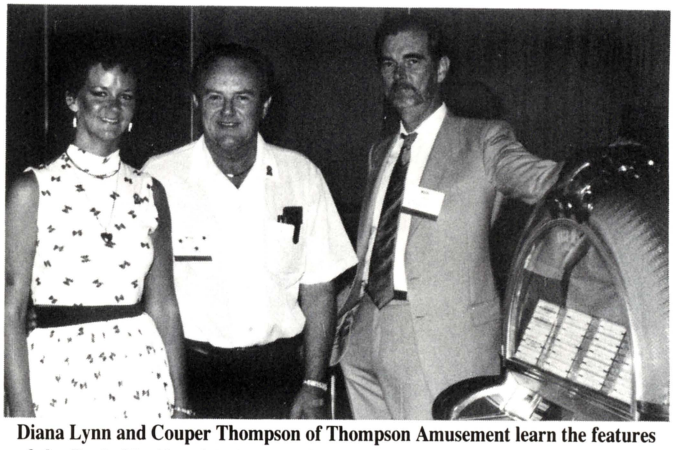
Ted Furkin (l) of The Silent Partner demonstrates his software to Clyde Knupp, AMOA vice president.

MCOA hosts Gulf Coast show

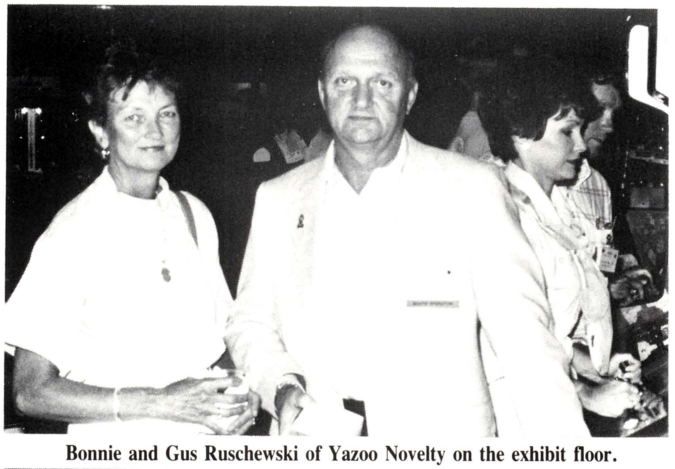
The Mississippi Gulf Coast was the setting for this year's Mississippi Coin Operators Association (MCOA) annual convention and trade show May 20-22 at the Royal d'Iberville Hotel in Biloxi.

The weekend's activities began with a golf tournament and included business meetings of the legislative committee, seminars, game auction, membership meeting and brunch. In place of the traditional banquet, MCOA members and guests enjoyed a midnight cruise aboard the cruise ship Europa Star that featured a buffet, entertainment, bingo, and a casino.

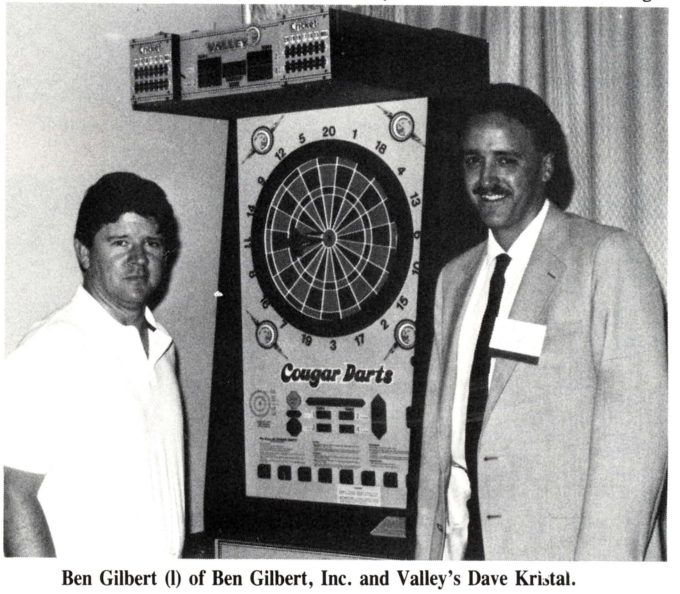
Ten full hours were devoted to exhibit floor time for attendees to sample new products. Among the exhibitors were: A-1 Products, A.M.A. Distributors, Ace Novelty, Coin Machine Distributors, Duke Amusement, Franco Distributing, Gamemasters, Grayhound Electronics, Green G.A.M.E.S., Impressment Plus, Kico, Mars Electronics, Prizes!, Rowe, Seeburg, Scott's Toy House, Valley, and Wico.



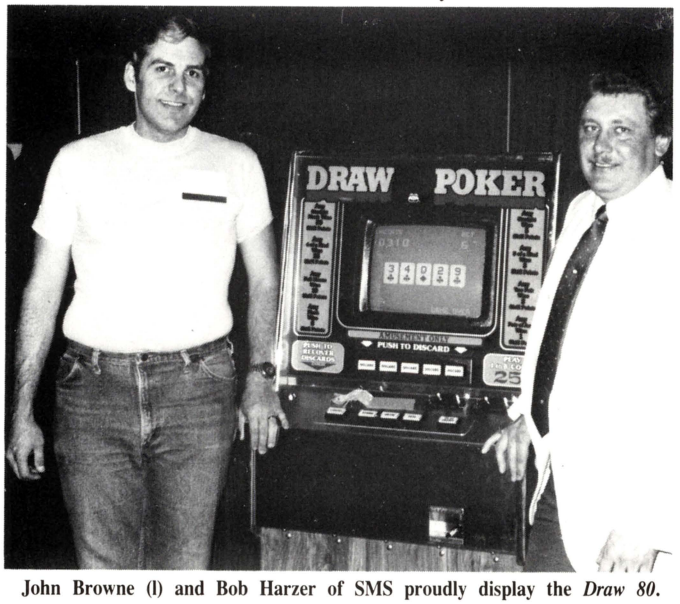
Diana Lynn and Couper Thompson of Thompson Amusement learn the features of the Rock-Ola *Nostalgia* jukebox from Billy Luther of A.M.A. Distributing.



Bonnie and Gus Ruschewski of Yazoo Novelty on the exhibit floor.



Ben Gilbert (l) of Ben Gilbert, Inc. and Valley's Dave Kristal.



John Browne (l) and Bob Harzer of SMS proudly display the *Draw 80*.

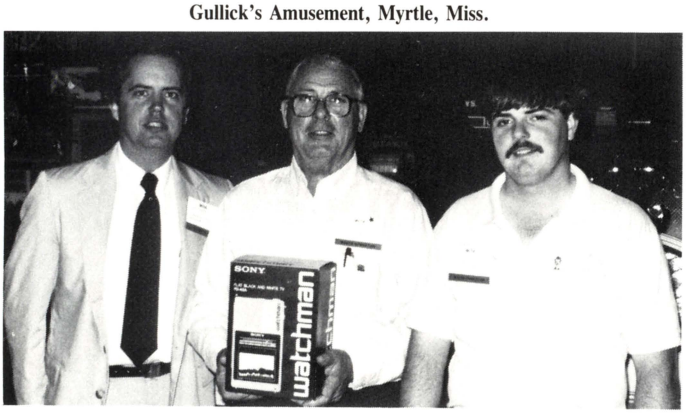
David Gillam and Mike Macke of Gamemasters exhibited the *Master Shot* basketball game.

Mary Rearick, guest of Nelson Amusement, draws name of prize winner at Prizes! booth with Jim McVey. Jim Kelly of Rainbow Amusement, Mobile, Ala., won a deluxe plush assortment.

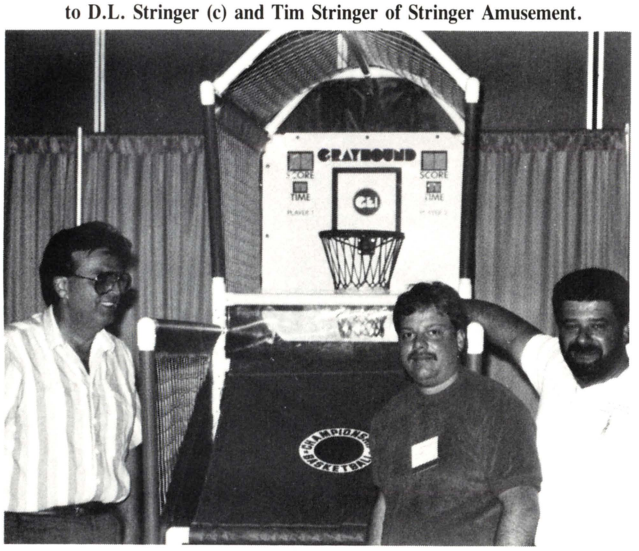
Franco Distributing's Craig Boyd (l) and Mike Crew by Sega's *Shinobi*.

Linda McDaniel (l) and Virginia Culp of Coin Machine Distributors announce the winner of a billiard supply assortment—Gene Gullick of Gullick's Amusement, Myrtle, Miss.

A young lady plays a Hollywood crane.



Jeff Greene (l) of Franco Distributing presents Sony Watchman door prize to D.L. Stringer (c) and Tim Stringer of Stringer Amusement.



Grayhound's John Verderosa, Jim Applegate, and Dominick Puma with *Championship Basketball*.

At the Scott's Toy House booth, l to r: Jackie and Scott Nantz, M.A. Brockhoeft, Jr., and Kenny and Rhonda Williams of Williams Amusement.

MANUFACTURER MEETING

Atari invited its distributors to a fun-filled business meeting at Carlsbad, California's posh LaCosta Spa and Resort near the end of May. From the welcome cocktail party (complete with fresh-flower lais) to the extravagant dinner-dance, distributors and their spouses never lacked for something to do. They were treated to golf, tennis, swimming, massages, all at the country's best spa facilities.

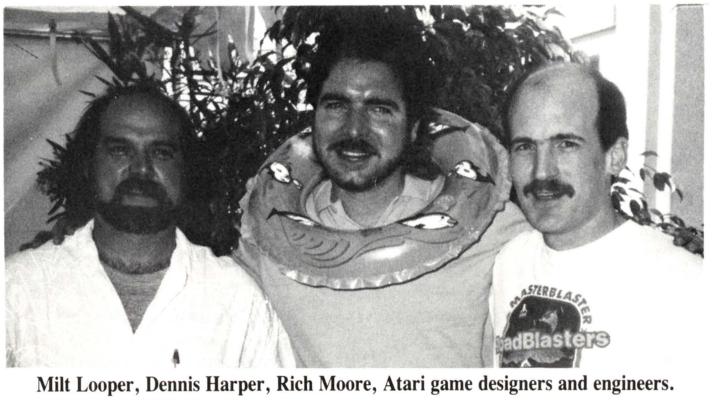
But none forgot they were there for business as they examined two new games from Atari: *Final Lap* and *Toobin'*. *Final Lap* from parent company, Namco, is a two-player sit-down that is very popular already in Britain. In fact, Atari's European representative told distributors that if they didn't place the orders, he would take them since he is back-ordered in Britain.

Toobin' is a dedicated two-player designed by Atari engineer Dennis Harper. It's a far cry from the shoot 'em ups and should appeal to female players. Two characters on inner tubes paddle in hot competition to earn points. They go through checkpoints, struggle through various dangers, and all sorts of natural disasters.

Distributors generally agreed that games are excellent quality but are hesitant about the cost, especially of *Final Lap*.

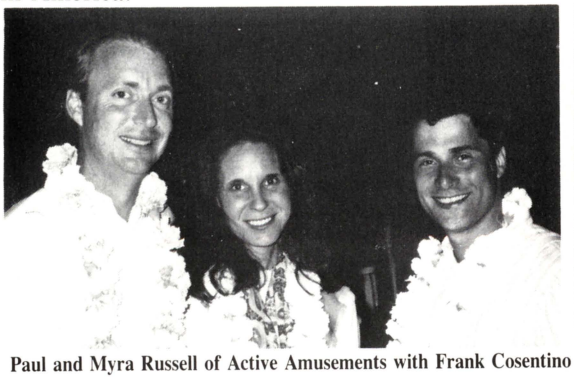
President Hide Nakajima talked in detail about Atari's future. He stressed that Atari is leisure related and the recently acquired 23 Barrel O' Fun locations will be expanded with new stores primarily on the west coast. However, Mr. Nakajima added that Atari's core is the coin-op business. He expressed pride that although Atari is an international company 75 to 80 percent of Atari's games are developed in-house in America.

From left: Atari's Hide Nakajima with Jerry Gordon of Rowe, and Ann and Peter Betti of Betson/Pacific.

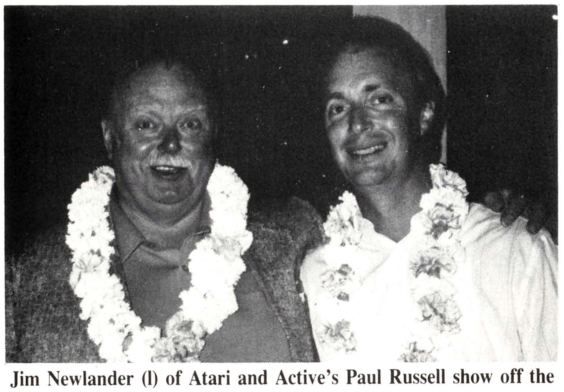


Milt Looper, Dennis Harper, Rich Moore, Atari game designers and engineers.

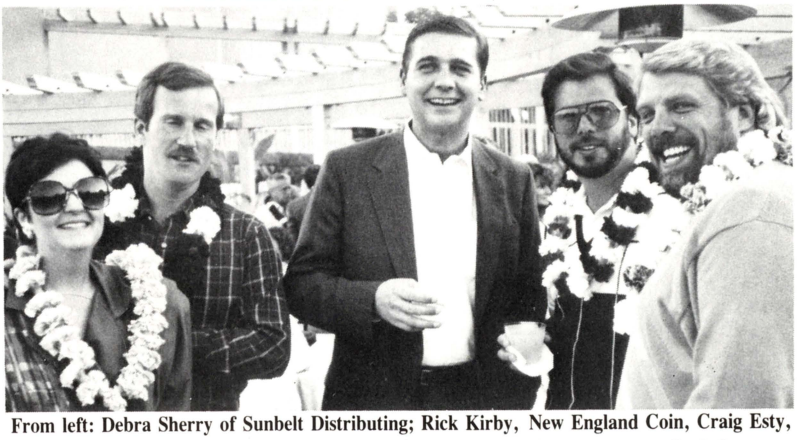
Satish Bhutani and Shane Breaks the "Models" for *"Toobin."*



Paul and Myra Russell of Active Amusements with Frank Cosentino

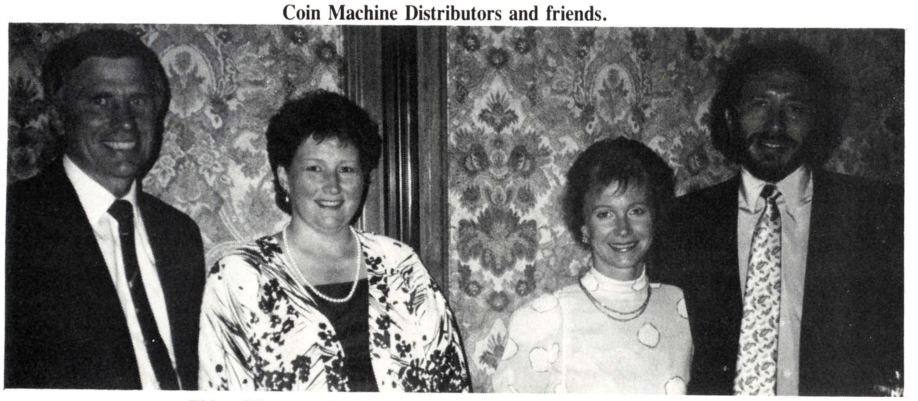


Jim Newlander (l) of Atari and Active's Paul Russell show off the elegant flower lais.



From left: Debra Sherry of Sunbelt Distributing; Rick Kirby, New England Coin, Craig Esty, Coin Machine Sales; Bob Haim, Belam Southwest; and Dave Patterson, Sunbelt.

Joel Kleiman of Pioneer Sales with Al and Donna Kress of Coin Machine Distributors and friends.



Eldon Kingston, Mountain Coin Machine Dist. and wife Gail with Elizabeth and Karl Fedder of Pacific Vend.

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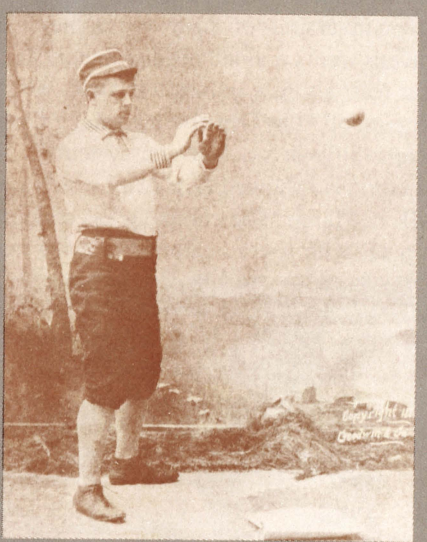


The baseball glove was invented in 1875 but they weren't widely used until much later. Early baseball players thought that real men didn't need a glove to play.

Capcom and Data East Combine Shows

Capcom and Data East invited their distributors to a joint meeting in Mid-May at Marriott's Seaview Golf Resort in Absecon, New Jersey. They planned the meeting to coincide with the AMOA Government Relations Conference so distributors could travel on to the capital.

This was the first combined manufacturer meeting and both companies agreed that it was more convenient for distributors. Distributors applauded the two companies for the effort.

DATA EAST

Data East introduced a dedicated video game, *Bad Dudes*, a karate, gang-battle themed game. Steve Walton, vice president of sales and marketing, emphasized the game's positive features: it's easy to play with a short first scene to attract novice players but diverse enough to hook the better players. Said Steve, "It plays fast and earns lots of money."

Gary Gouse of Birmingham Vending said the game has exceptionally good graphics. Mark Singer, Central Distributing, added that the price was right.

CAPCOM

Capcom introduced *Forgotten World* which is the first with its new "mother board" system. Capcom's next several games will be offered as dedicated-only games featuring the non-duplicatable mother board with an interchangeable "baby board" for future conversions. Capcom director of marketing, Bill Cravens, explained that the "mother board" will have the capabilities of 10 normal boards because of Capcom's new "super" chips. The "mother board" will allow for future conversions of superior graphics and capabilities.

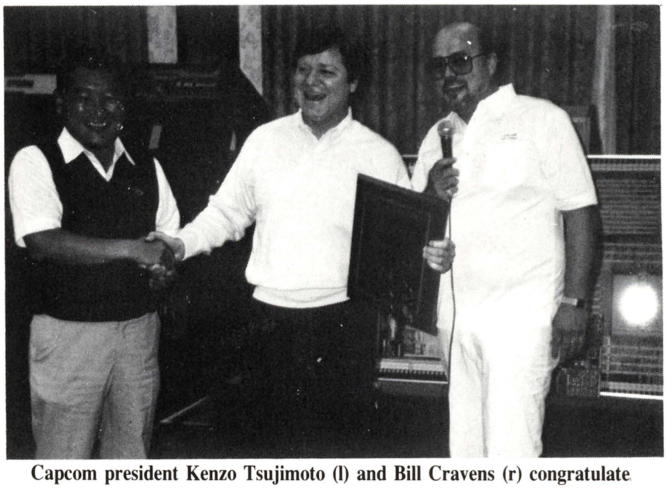
Cravens went on to tell his distributors that Capcom will launch at least six new games this year, with a goal of 10. Ed Pellegrini of Atlas Distributing said, "Graphic-wise and board capability—it's a fantastic system."

Capcom also showed *Last Duel* which was first shown at ACME in March. The company has announced it will be sold as a kit with a very affordable price tag.

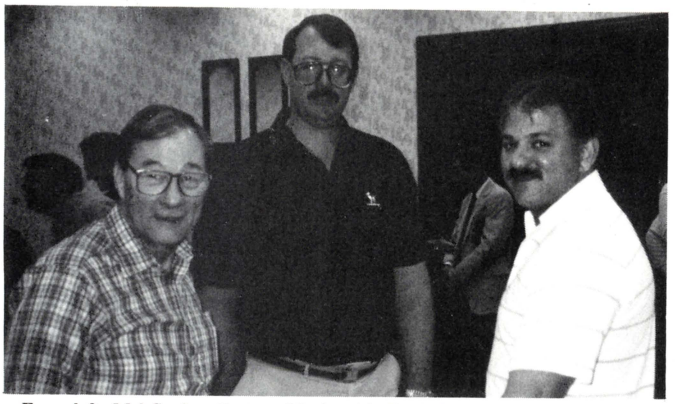
Earl Charlton (l) of Peach State examining *Bad Dudes* with Gary Gouse of Birmingham Vending.

Capcom's Paul Wiederaenders with his wife Linda, daughter Nicole, and son Jacob.

Jerry and Paul Janda came down from New Way Sales in Canada.

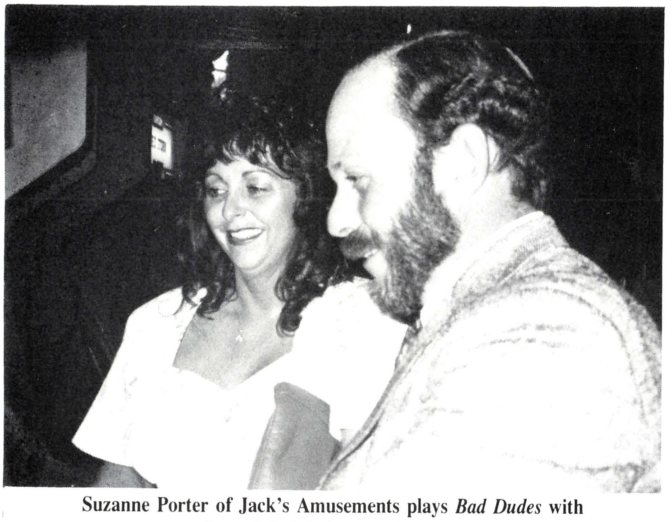


Capcom president Kenzo Tsujimoto (l) and Bill Cravens (r) congratulate Capcom's distributor of the year, John Gatens of Southwest Vending.



From left: Mel Sonier, Eastern Music with Jim Wittler and Lou Larson of Atlas Distributors.

Rich Babich (l) of Colorado Game Exchange with his lovely wife Bev and Dick Sershon of Peach State.



Suzanne Porter of Jack's Amusements plays *Bad Dudes* with State Sales' Steve Koenigsberg.

Jim Franz, H.A. Franz Co. (l) with Bob Poremeski of Sunbelt Amusements.

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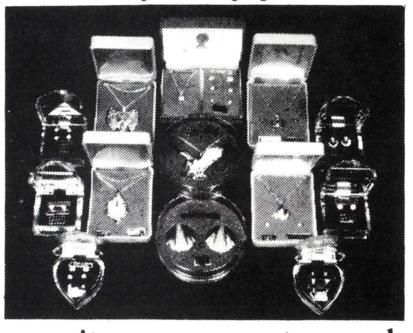

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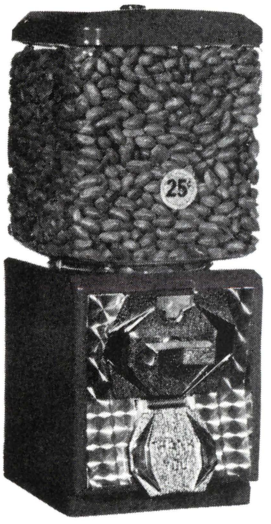

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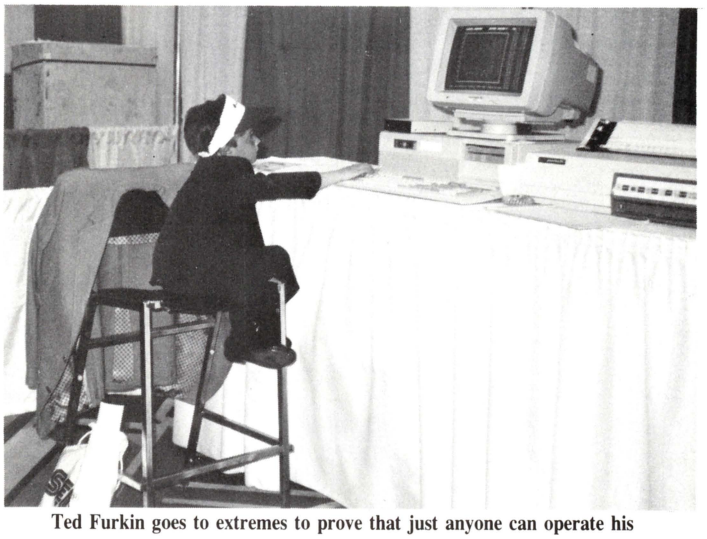
Ohio State Show Returns to Columbus

The Ohio Coin Machine Association held its annual convention and trade show in Columbus this year after moving to Cleveland last year. However, moving back to the familiar city did not seem to motivate operators into supporting their state association.

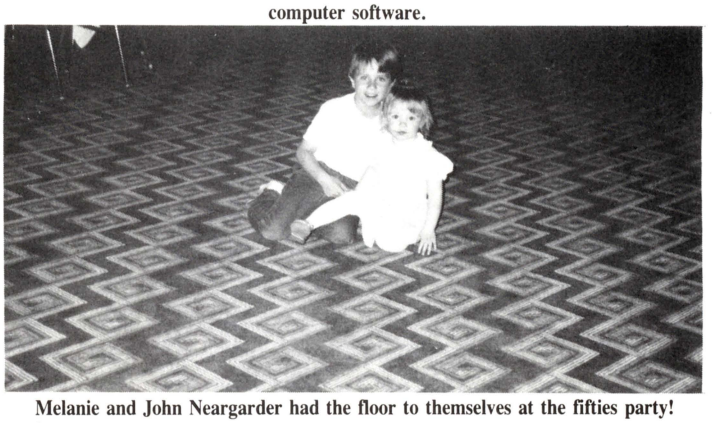
All the ingredients were there: exhibitors, entertainment, organization, but operators still did not materialize. Ohio, known for having one of the strongest state associations, reflects a growing concern in the industry that state shows are just not drawing the attendance necessary to justify the time and expense. Several distributors expressed their disappointment at the turnout, but felt obligated to support the association.

It is really a shame that operators don't feel loyalty to the associations that have fought long and hard battles to keep detrimental legislation from destroying their businesses.

Over two dozen exhibitors offered the latest games and products. A fifties party on Friday night was fun for attendees. Seminars included the parallel board controversy by Ohio's own Bill Beckham who has a pending lawsuit against Taito and the manufacturers association, AAMA; and one on computers conducted by Silent Partner's Ted Furkin. Furkin is also scheduled to speak on computers at the ACME show in Reno in the spring. Adolf Seitz and Bob Mueller held a seminar on systems analysis and repair.



Ted Furkin goes to extremes to prove that just anyone can operate his computer software.



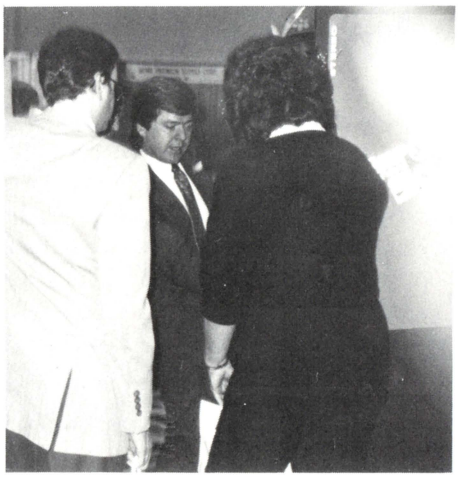
Melanie and John Neargarder had the floor to themselves at the fifties party!

The proudest parents in town are Mr. & Mrs. Lewie Hegeman with their 10-month old daughter.

No it's not Elvis and his date, it's Norm and Doris Quincey!

Nintendo's Mike Minor chats with Williams' Lesley Ross.

Cummins-Allison is a frequent exhibitor at state trade shows.



Justin Huber (center) of Arcadia explains the features of *Super Select System*.

An air hockey tournament had the audience fired up. That's Dynamo's Damon Paramore holding his tie.

From left: Bill Kurtz, Annette Lloyd and Jeff Seigel with Mel LaForce of Johnston Products.

From left: Jack Alban, Sam and Greg Roby, Jim "final notice" Cormney, and Kevin Cull.

Frank Minnella (l) of Baton Security talks with operator Ray George of Ray George Amusements.

Florida Outdoes Itself

The minute you walked through the doors you knew it was going to be a good show. After a walk around the floor you were not disappointed. The Florida operator's association held its show in Orlando, where it has been held for the past several years. Attempts to move the show around the state proved that operators would much rather go to Orlando. Show organizers are listening and Orlando has been a successful choice.

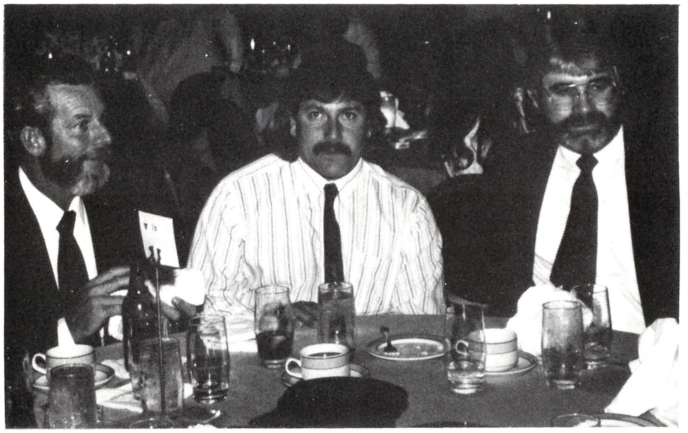
From left: Rudy Bairas of Amusement Services, Tony Falcigno of Collier Games, Alan Shafer of Valley, and Mike Bice of Kane Amusement.

Dale Williams of Williams Amusements helps daughters Nicole and Renee retrieve a prize egg.

At the Wico booth from left: Steve Perry of Sunn, Jeff Fletcher of Fletcher Enterprises, Allan Goldberg and H.A. Devlin of Wico.

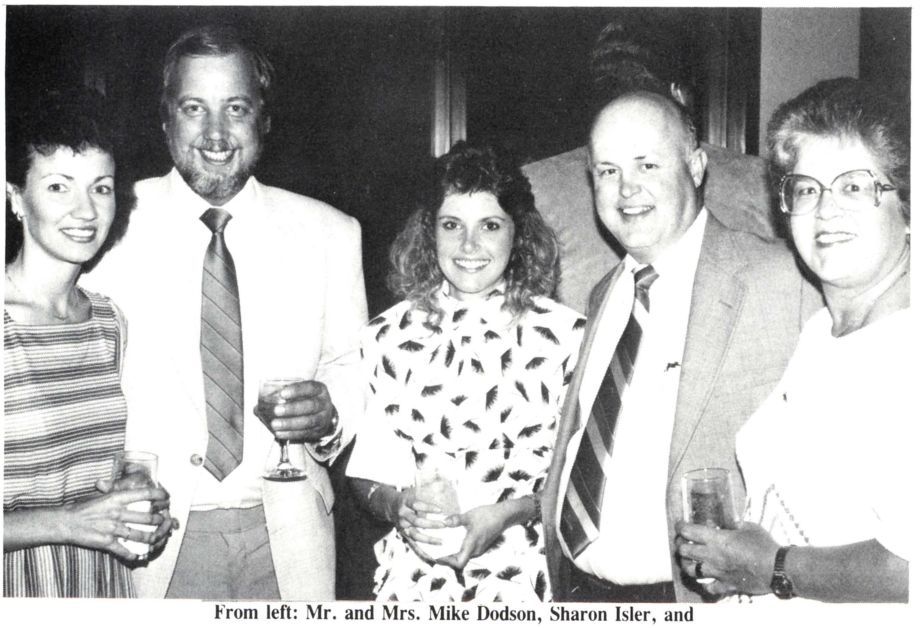
Atari's Jim Newlander taking an order from Birmingham Vending's Gary Gouse. Others from left: Rowe's Joel Friedman, Birmingham Vending's Al Toranto, Data East's Jolly Backer, Konami's Frank Pellegrini, and SNK's John Barone.

Mr. and Mrs. Charles Caplan (Birmingham Vending) ready to enjoy the banquet.



Al Savage, Angelo Gallo, and George Feldman of Royal Flush Vending in Clearwater.

Neal Smithwick (l) just recently joined Buccaneer Distributing. Here he is with Helen and Curtis Sarver.



From left: Mr. and Mrs. Mike Dodson, Sharon Isler, and Mr. and Mrs. Manley Lawson.

It wasn't easy but we finally rounded up the Kane Distributing group for this photo.

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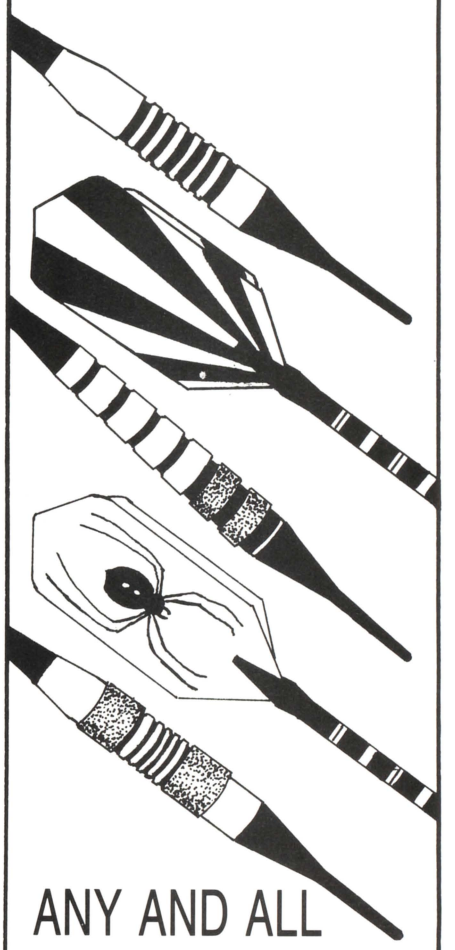

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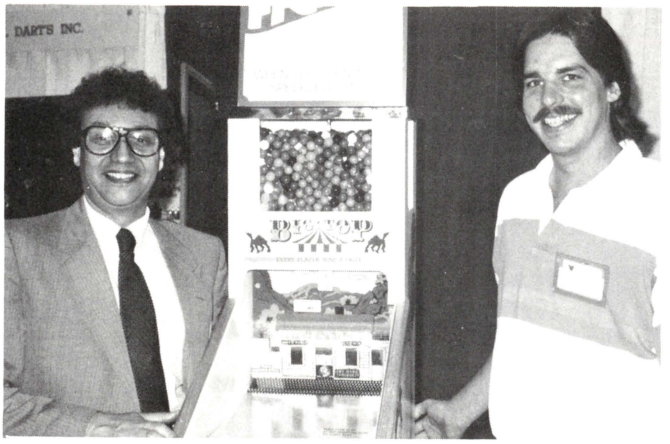
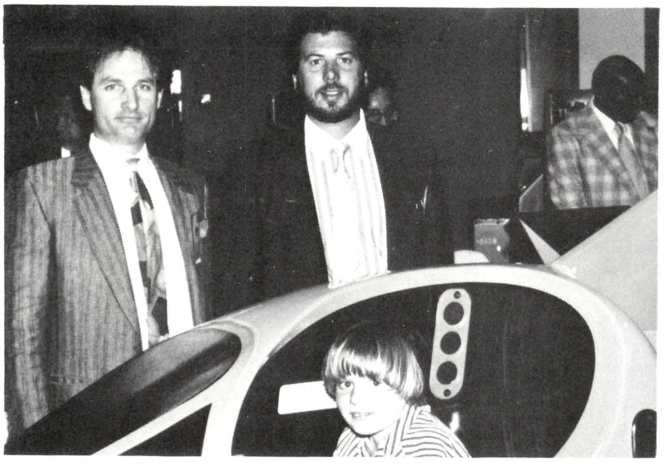
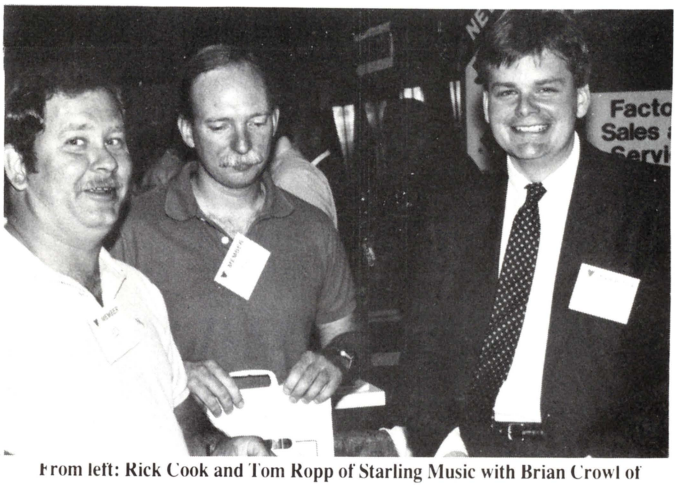


Johnston Products' Mel LaForce (l) with Glen Palmquist of ElectroPlay Services.

From left: Ernie Tucker, Teresa Brewer, Jerry Brewer, and Randy Brewer of Gulf Coast Amusements with Ralph Paulkner.



Michelle Welch in Ride Dynamic's *Interceptor*. Ride Dynamics Courtney King (l) and Belam's Bob Haim look on.



From left: Rick Cook and Tom Ropp of Starling Music with Brian Crowl of Playfair Shuffleboard.

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The Why and How of Equipment Budgeting

by Charles C. Ross

Let's say you have just returned from the latest equipment show and are delighted at all the new equipment. You look at your checkbook balance and decide that you have enough money to buy some new games. You call your distributor and ask prices, delivery dates, etc...

And this is the extent of many operators' equipment budgeting and planning. But equipment budgeting and planning should involve much more thought and planning and I will attempt to show you how and why.

The Why of Equipment Budgeting

An equipment budget can be one of the most useful tools for one prime objective of any business; having more money to take home, invest, or distribute to employees. Your objective with buying equipment, new or used, should be to buy enough equipment to maximize the profits, not revenues, from your route or arcade. When profits are at maximum you stop buying equipment. To buy more equipment is to waste money; to buy less is to miss some good investment opportunities. Admittedly, this theoretical profit maximization will be impossible to achieve because business is not that simple. However, there are certain procedures we can employ to at least get closer to this utopian objective.

Equipment purchasing is as fundamental to the business as purchasing the latest fashions is to the local retail dress store. The dress shop owner would not think of selling five year old dress styles, and people in the amusement machine business know that five year old games normally do only one thing—drive you out of business.

Since purchasing is so fundamental to the very existence of an amusement company, each one should have budgeting procedures more sophisticated than simply seeing what a piece of equipment costs and how much money is currently in the bank.

The How of Equipment Budgeting

Assuming we agree an equipment budget is needed, let me explain that I am not about to tell you which machines to buy. What I will try to do is explain how you should set up and maintain an equipment budget to help maximize profits and cash flow.

Establishing Equipment Replacement Needs (The Detailed Approach)

You will notice that this method is called the detailed approach. Those of you desiring to use a less detailed method may prefer to skip right to the estimating method below. But, before you do let me explain a little more about this method.

While this method will take longer to perform it will produce far superior results. Those "far superior results" do, however, depend on your ability to distinguish profitable machines from non-profitable machines.

Take several sheets of paper and put at the top of each page one category of equipment you own. For example, you will probably have one sheet with video games, another sheet with pinball, another with cranes, pool tables, etc.

Next label and draw lines on the paper so that your papers look similar to the ones shown in Table I and Table II. One note of explanation here: You may find that it is not necessary to do this type of estimating for pool tables and cranes if you will not be replacing them in the near future. Simply skip them and we will address the handling of those types of equipment later.

To illustrate we will assume that you are going to establish a budget for your pinball machines and your video games. Table I shows a partial list of the estimated remaining useful life of your pinball machines. Table II shows a partial list of the estimated remaining useful life of your video games. Your replacement needs for this year are summarized in the less-than-one-year column. In other words, you should replace six pinball machines and nine video games this

year. These replacement needs are based on your judgment of the remaining usefulness of these games.

Establishing Replacement Needs (The Estimating Method)

The estimating method is more of a "ball park" approach to establishing your equipment replacement needs. While it is much less accurate than the detailed approach, it is still better than no method at all.

The estimating approach requires that you estimate the useful life of pinball and video games for your company. We will assume that you feel that three years is a good useful life for pinball machines and that most video games have an estimated productive life of two years. To get replacement needs for pinball machines simply take the present number of pinball machines you operate and divide by the estimated useful life:

$$\frac{\text{Total Number of Pinballs Operated}}{\text{Estimated Useful Life of Pinballs}} = \text{Pinballs to Be Replaced This Year}$$

You should note that this calculation assumes that your pinball machines now are an average of one and a half years old.

So if you currently operate 27 pinball machines you will need to replace nine this year. (27 pinball machines divided by the three-year useful life equals nine machines to be replaced this year and every year.)

A quick check will see that this method yielded a different number of machines marked for replacement than did the detailed approach.

If you currently operate 30 video games then your replacement need by this method is calculated as follows:

$$\frac{\text{Total Number of Video Games Operated}}{\text{Estimated Useful Life of Videos}} = \text{Videos to Be Replaced This Year}$$

You need to replace 15 video games this year. (30 video games divided by the two-year life equals 15 videos to be replaced this year.)

TABLE I

ESTIMATED REMAINING LIFE OF OUR PINBALL MACHINES

MACHINE NAME	WILL HAVE A REMAINING LIFE OF			
	Less than 1 Year	1 Year But less than 2 Years	2 Years but less than 3 Years	3 Years or more
Hey Mon		✓		
Slime	✓			
Police Raid		✓		
Campaign 88	✓			
Gambler		✓		
MegaFriends			✓	
Grim Reaper				✓
TOTALS	6	8	7	2

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As you can see, this estimating method can yield quite different results from the detailed approach shown above.

Which method is correct? The correct method is the method which will help you maximize your company profits. Spending too much money replacing equipment is not good and spending too little is just as bad.

Establishing Expansion Needs

What are your expansion plans for the next 12 months? Do you plan to take on new locations as business continues to improve? Do you plan to expand the number of machines at any of your locations? Do you plan to open a new arcade? Are any of your present customers planning to open new locations and want you to provide them with equipment?

These are some of the questions you must ask when attempting to establish your expansion needs. Remember for your equipment budget, at this point, we

TABLE II

ESTIMATED REMAINING LIFE OF OUR VIDEO MACHINES

MACHINE NAME	WILL HAVE A REMAINING LIFE OF			
	Less than 1 Year	1 Year But less than 2 Years	2 Years but less than 3 Years	3 Years or more
Adenoids	✓			
Triads Quest		✓		
Police Chase			✓	
Tiquando		✓		
My Revenge				✓
MegaMonsters		✓		
The Lost Narc	✓			
TOTALS	9	10	5	3

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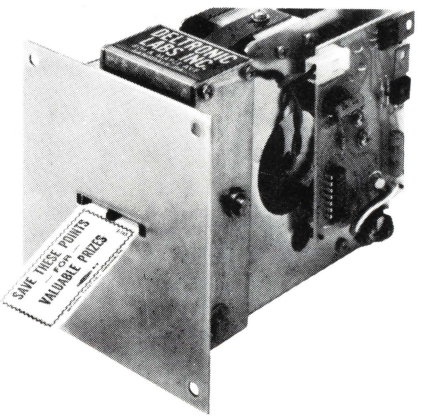

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TABLE III

WORKSHEET FOR THE PINBALL BUDGET

TOTAL PINBALLS NEEDED FOR REPLACEMENT THIS YEAR	6	
TOTAL PINBALLS NEEDED FOR EXPANSION THIS YEAR	3	
TOTAL NEW PINBALLS NEEDED THIS YEAR		9
Estimated cost of a new pinball machine		$2,500
Estimated trade-in or sale value of pinball removed		500

PINBALL BUDGET

$2,500 Estimated new costs X 9 New Pinballs needed	=	$22,500
Less trade-in or sale value of old = 6 X $500	=	−3,000
TOTAL BUDGET FOR THE NEXT 12 MONTHS		$19,500

are thinking in terms of the number of machines needed for expansion. The dollar costs of our equipment budget will be addressed later. To illustrate assume that you are planning to expand your pinballs by three machines in the next 12 months and plan to expand the number of video games by five.

Worksheets for the Equipment Budget

Table III is a worksheet for the preparation of an equipment budget for your company. The number, six, for the new pinball machines needed for the coming year is taken from the detailed method of calculating replacement needs in Table I. Six is the number of pinball machines which will have a remaining life of less than one year.

While Table III assumes that you will buy all new pinball machines in the coming year, you could just as easily prepare the worksheet using a combination of new and used pinball purchases. Purchasing used pinballs would lower the estimated replacement cost and reduce the pinball budget.

Table IV is the worksheet for your video game budget. In recent years a new twist has been added to the typical video game budget; the use of the conversion kit. Conversion kits can greatly reduce the video game budget for any company. By using kits in the budget prepared here, we have an estimated budget of $25,300. Had we used no conversion kits we would be looking at a budget of $35,000. (14 videos needed X $2,500 estimated video game cost). We were able to reduce the size of annual expenditure by $9,700 by using conversion kits.

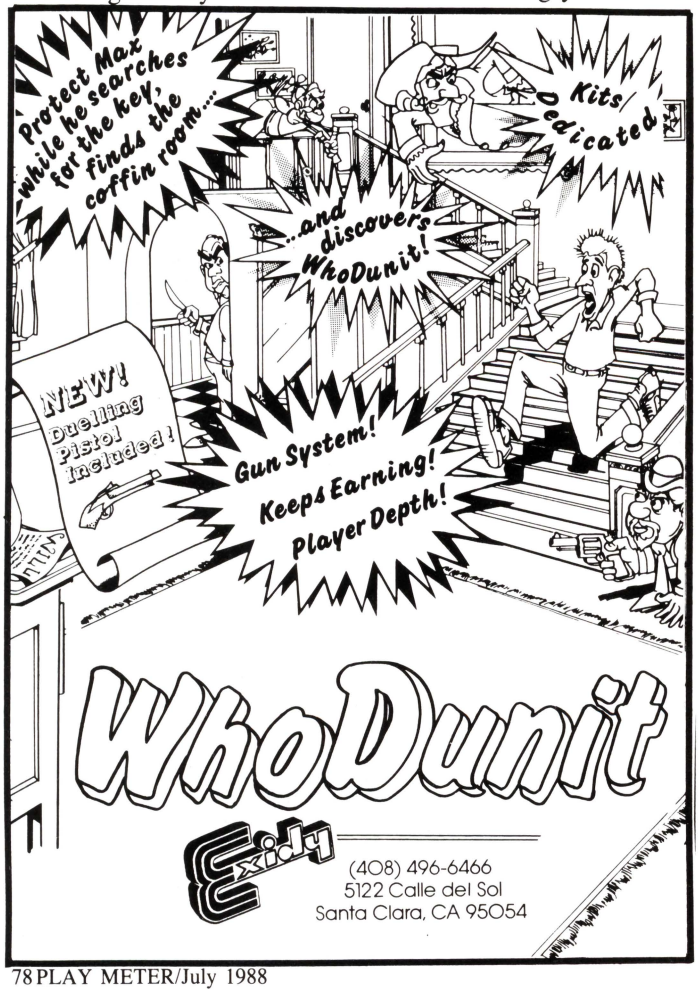

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TABLE IV

WORKSHEET FOR THE VIDEO GAME BUDGET

TOTAL VIDEO GAMES NEEDED FOR REPLACEMENT THIS YEAR	6
TOTAL VIDEO GAMES NEEDED FOR EXPANSION THIS YEAR	3
TOTAL VIDEO GAMES NEEDED THIS YEAR	14
Estimated cost of a new video game	$2,500
Estimated cost of a new conversion kit	1,200

VIDEO GAME BUDGET

$2,500 Estimated new costs X 7 New video needed	=	$17,500
$1,200 Estimated new cost X 7 New kits needed	=	8,400
Total Expenditures for Videos and Kits this year	=	$25,900
Less trade in of 2 games X $300 each	=	— 600
(Only 2 games will be sold or traded as the other 7 will be used to house the new conversions		
TOTAL VIDEO GAME BUDGET FOR THE NEXT 12 MONTHS		$25,300

The next logical question is, "Should I use more kits because of the lower price?" All I can say is use kits as long as they will generate a good profit and a good return on investment for your company. However, do not overlook dedicated games. They may be a better buy for return on investment.

The Equipment Budget

Table V is an actual equipment budget for the last six month of the year.

In row (A) is the monthly pinball budget which is taken from the worksheet and then divided by 12 to get a monthly budget for pinballs; Row (B) is the budget for video.

Although we show only pinball and video we could have added other categories as deemed necessary.

Row (C) represents the total equipment budget which is the sum of (A) and (B). In real life actual expenditures will never be so evenly dispersed as shown here.

Row (D) is the cumulative budget which is the sum of the cumulative budget to date for the previous month plus the Total Monthly Budget for this month. The cumulative budget in September is the Cumulative Budget for August—$7166, plus the Total Monthly Budget for September—$3583, summing to a Cumulative Budget for September of $10,749.

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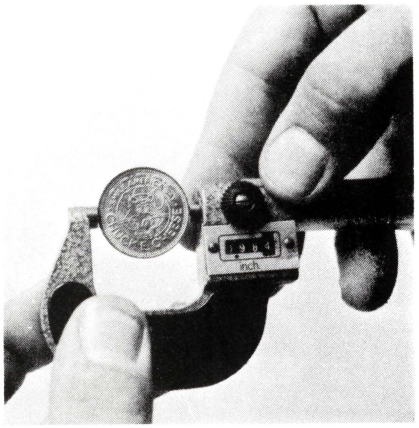

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TABLE V

PINBALL AND VIDEO EQUIPMENT BUDGET

Row Description	July	Aug.	Sept.	Oct.	Nov.	Dec.
(A) = Monthly Pinball Budget	$1625	$1625	$1625	$1625	$1625	$1625
(B) = Monthly Video Game Budget ($25,300 divided by 12)	1958	1958	1958	1958	1958	1958
(C) = Total Monthly Budget (A) + (B)	3583	3583	3583	3583	3583	3583
(D) = Cumulative Budget to Date	3583	7166	10749	14332	17915	21498
(E) = Actual Equipment Payments	3000	4000	6000	1000	2500	5000
(F) = Cumulative Actual Payments	3000	7000	13000	14000	16500	21500
(G) Over Budget if (D) − (E) = a negative amount			2251			
(H) Under Budget if (D) − (F) = a positive amount	583	166		332	1415	2

Row (E) is actual payments on equipment accounts with various distributors. It's not actual purchases but cash payments on what has already been purchased. Our Cumulative Cash Payments is calculated the same way as the Cumulative Budget to Date is calculated. Cumulative Cash Payments is the sum of the Cumulative Cash payments for the previous month plus the cash payments made this month. For December that is $16,500, from November, plus $5,000 in December, yielding a total of $21,500.

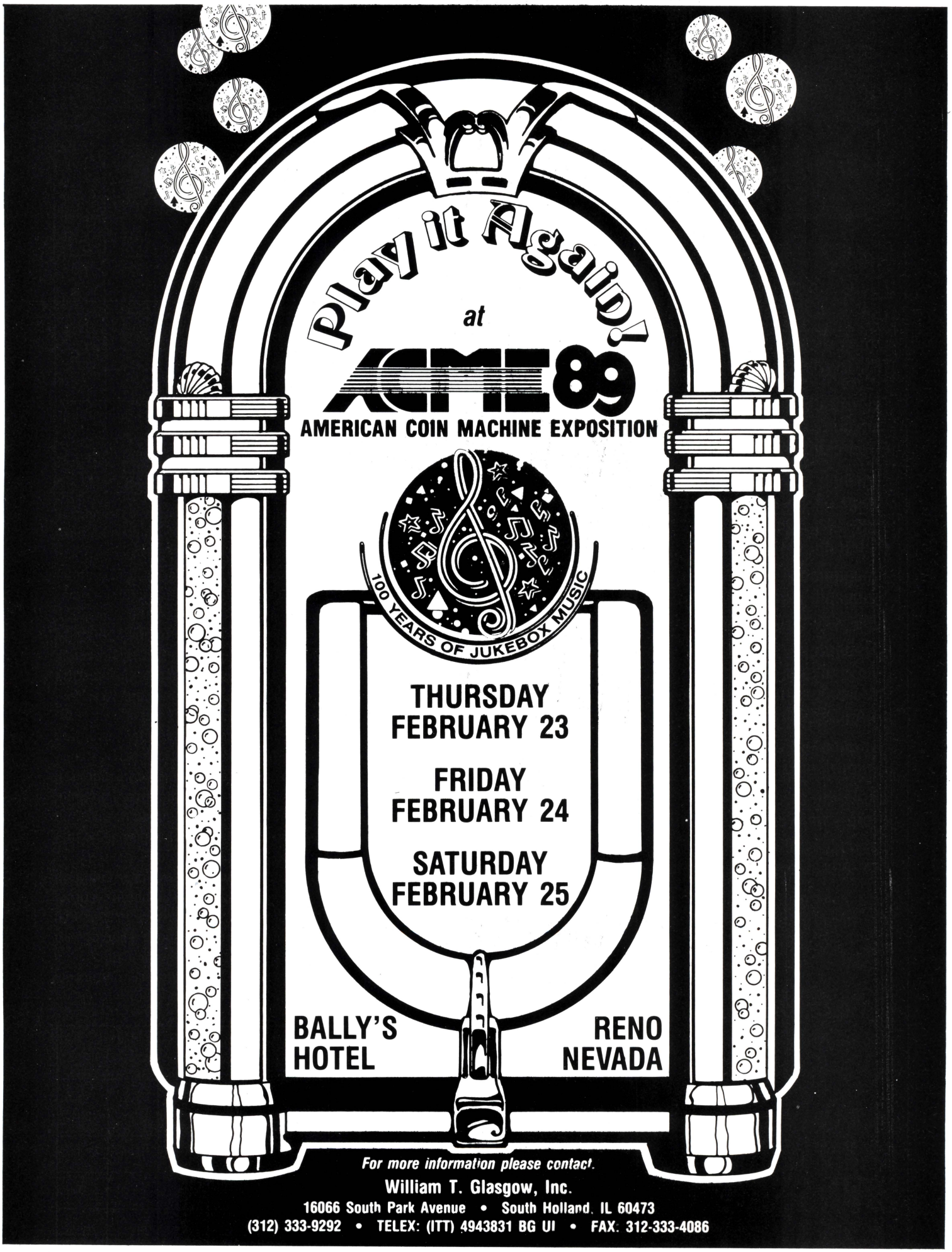
The over budget/under budget categories are the difference between the Cumulative Budget to Date and Cumulative Actual Payments. This subtraction will result in a positive or a negative remainder. If the remainder is positive we are under budget—we have spent less than we have budgeted to spend. If the remainder is negative we're over budget—we have spent more on equipment than we planned.

You will almost always be over budget or under budget. That is not an immediate sign that something is wrong. For example, there are times where there is just no equipment that suits your needs. Then, there are times when there is a flood of new equipment that looks promising and you spend like a crazed game show contestant on a shopping spree. Remember that your budget is simply a guide.

Another thing you may learn the first time you prepare a budget is that you spend more on equipment than you think you spend. Some people, however, tell me that they are even more surprised by the amount that they should be spending on equipment to stay current.

Your budget is like the tracking system for a guided missile designed to keep you heading toward a predetermined goal. The goal, in this case, is to keep productive equipment in your company and eliminate unproductive equipment. Use your budget in this manner and you will no become frustrated. If you find you are always over budget, perhaps you should re-evaluate the way you determine the remaining useful life of your equipment.

All things considered an equipment budget can certainly help you achieve you objective of having more cash available for other uses.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TAX TIPS

Company Financial Statements may increase tax

IRS Scrutinizes Financial Statements

by Irving L. Blackman

Big Brother is watching you! The IRS is now peeking at your financial statements as it picks your corporate pocket. Is nothing sacred?

Not under the new tax law. The Tax Reform Act of 1986 created the alternative minimum tax (AMT) for corporations. This tax is an alternative to the regular corporate tax, and it kicks in if it exceeds the regular tax. Why do we need two taxes, a regular tax and an alternative minimum tax? To snare corporations that take advantage of too many of the loopholes that are baked into the Tax Code pie.

The minimum tax is 20 percent of the excess of the alternative minimum taxable income (AMTI) over a $40,000 exemption, which is phased out once AMTI reaches $150,000. AMTI is the corporate taxable income for the year, plus certain adjustments. One of the major adjustments is the book income adjustment, which is 50 percent of the amount by which the adjusted book income of the corporation exceeds AMTI.

The IRS is now peeking at your financial statements as it picks your corporate pocket.

Sound complicated? It is. But let's take an example. Gofast, Inc. computes its taxable income using accelerated depreciation methods and a modified cash method of accounting, which allows it to report income only as that income is collected. But for financial statements it sends to the bank, Gofast, Inc. uses the straight-line method of depreciation based on longer lives, and reports income as soon as it is billed.

This year, Gofast's income was $50,000 for tax purposes, but the net income on financial statements prepared for the bank blossomed to $120,000. Aha! Gofast falls into the AMT trap. Gofast must add $35,000 to AMTI. This is half the difference between book income ($120,000) and tax income ($50,000) ($70,000 x 50 percent = $35,000). Assume that Gofast has no other adjustments, the regular tax is 15 percent of $50,000, or $7,500. The tentative minimum tax is $9,000 which is 20 percent of $45,000 ($50,000 plus $35,000 less $40,000). The AMT would be $9,000 less $7,500 regular tax, a $1,500 extra tax bite that must be added to the regular tax. That's a 20 percent increase in income taxes. Ouch!

Since virtually all corporations prepare financial statements, the AMT computation could hurt you unless book income and taxable income are exactly the same.

One bright note: S corporations are not liable for the alternative minimum tax. Many corporations will be switching to S corporation status in the future for just this reason.

Parental support and tax shelters

Your parents say they don't want to move from their home. It's paid for, but you give them some cash support each month. There's a way to convert your support payments into a deductible tax loss, and it's perfectly legal: Buy your parents' home on the installment basis, and rent it back to them.

First, let's see how Mom and Dad make out. When a taxpayer reaches age 55, up to $125,000 of gain realized on the sale of a principal residence is tax free. Put another way, the cost of the house plus $125,000 escapes tax. Now, the folks own an interest-bearing note receivable equal to the value of the house instead of a nonincome-producing home.

What does your tax/economic picture look like? The law says you must charge a fair market rent, so that's what you do. You also set the interest rate on the note at market. Set your monthly payment to the folks at a higher amount (play with the numbers) than your prior sup-

port payments. Mom and Dad come out ahead. So do you because of the tax benefits.

Since the house is now your investment, the rental income is sheltered from tax by depreciation, interest, property taxes, upkeep, etc. Best of all, to the extent the write-offs exceed the rent, you can use the excess to shelter your salary or other income if you qualify under a special Tax Reform Act provision.

You may deduct up to $25,000 of real estate investment losses against other income if your adjusted gross income is under $100,000. The deduction is phased out on income between $100,000 and $150,000; you lose $1 of loss deduction for every $2 of income. In the wake of tax reform, this $25,000 allowance is one of the few tax shelters available to the average tax payer. Check out the details with your professional tax advisor. It's a great tax opportunity. Take advantage of it.

Plop plop fizz fizz speedy relief for stock losses

If you are one of the hapless investors who took it on the chin in the 1987 stock market plunge, you've probably already discovered that the tax laws add insult to injury.

Your capital losses are deductible only to the extent of your capital gains plus $3,000 each year. At that rate, it may take years to fully realize the tax benefits of your sizable capital losses.

Don't despair, rapid relief is on the way. Here's a way to accelerate your capital loss deduction and extract cash from your closely held corporation tax free. Redeem (have the corporation buy) the stock your spouse owns in your company, and offset your capital losses against the resulting capital gain. The net effect? Tax-free cash in your pocket.

There is a catch. To qualify as capital gains, the redemption must be treated as a sale rather than a dividend. To qualify for capital gains treatment, the redemption must be a complete liquidation of your spouse's interest, and your spouse must agree not to reacquire any stock in your company for 10 years. If your spouse is agreeable and your losses are sizable, this may trigger a fresh source of cash you can invest — perhaps more wisely this time.

This item does not discuss every rule, exception, and tax trap that applies to this tax opportunity. Make sure you get professional help.

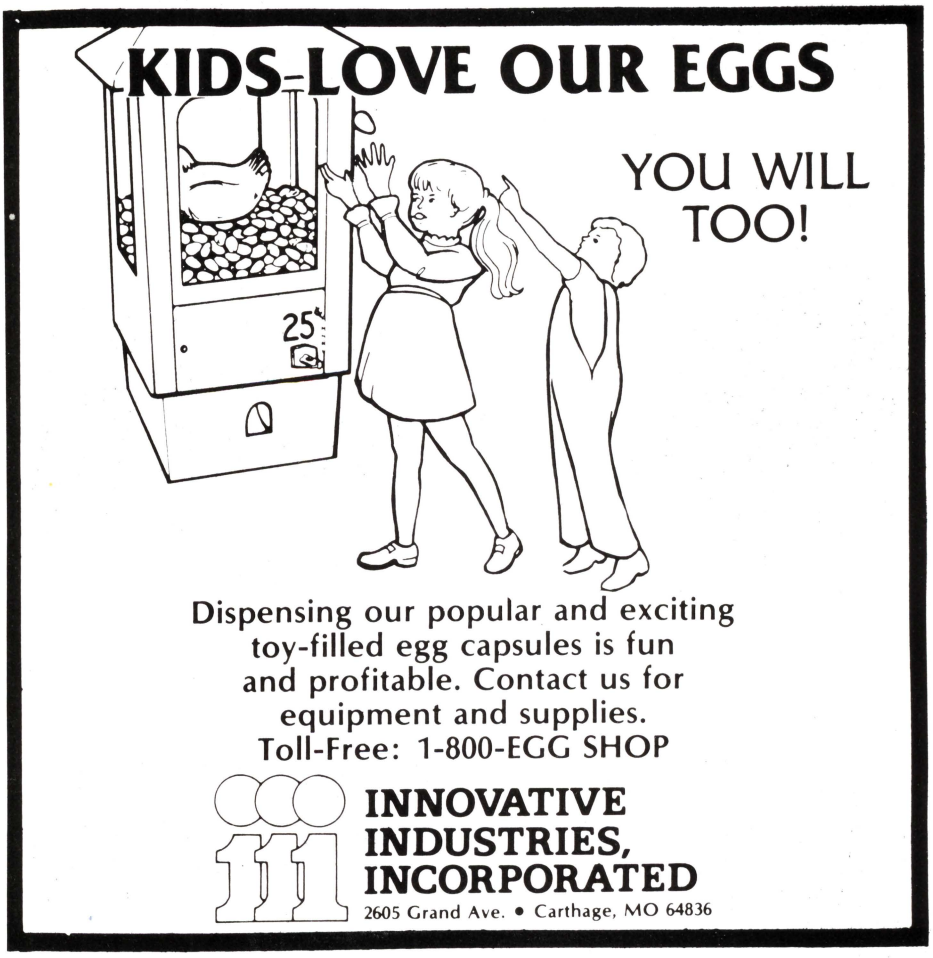
Tax soft spot for self-employed

Last year's Tax Reform Act has come under fire for coldly killing off many popular tax-saving tactics—capital gains tax rates, the investment credit and deductions for sales taxes and consumer interest, to name a few. People have said this is a tax law without a heart.

Buried deep under a mountain of harsh new rules, a soft spot has been discovered. Best of all, it's one that will benefit one of the most tax-oppressed minorities in the country—the self-employed. Now, self-employed individuals can deduct 25 percent of their health insurance costs, even if they can't itemize.

But don't applaud too loudly. The new rule still doesn't put a self-employed individual on a par with an incorporated business, which can deduct 100 percent of the owner's health insurance premiums. Sorry, but the rule only applies to insurance costs. The remaining 75 percent of the premiums and all other medical expenses get no special benefits. But a quarter loaf is better than nothing.

As usual, there are a few limitations. The deductions can't be more than the amount of self-employed income for the year. In addition, no deduction is allowed if the taxpayer or spouse is eligible to receive benefits under an employer-paid health plan. This prevents moonlighters covered by a health plan from deducting anything for additional coverage. Despite these restrictions, the new deduction should warm the heart of everyone entitled to claim it.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PLAYER'S PICKS

THE IMPACT OF HOME VIDEO GAMES

by Steve Harris

It has been a couple of years since this topic raised its head over the coin-operated video game industry. Back in the late seventies and early eighties, when video games were just beginning to come into the limelight, home consoles that played hundreds of different games quickly filtered into American homes and, by many accounts, had a direct impact on the profits and stability of the coin-op gaming industries.

The most notable sensations during this period were the home translations of popular arcade games. *Space Invaders*, *Asteroids*, and other favorites of the day seemed to sustain some systems at the expense, some feared, of the coin-op operators who had invested in the larger, and more expensive, arcade piece. *Pac-Man* for the home Atari unit was an all-time best-seller, despite the fact that the game itself was very poor. Could there be a connection, and of more concern to operators, was the new consumer video game industry taking dollars out of their pockets?

Well, video games are now once again in the public spotlight, led by Nintendo and the phenomenal Nintendo Entertainment System (NES). While the major players are different, the stakes remain the same, only this time there have been a few changes in the structuring of the home video game industry that will directly affect, and benefit, the coin-op industries.

During the first home video game boom, most of the game producers were actually outside companies that merely licensed the most popular coin-op titles and then tried their best to capture the fun and excitement of the arcade games. Today, however, many of the leading coin-op companies are also directly involved with the marketing and sale of the home versions of their games. This affords a better understanding of the needs of their games. This affords a better understanding of the needs of the operator, and has greatly increased the time between the release of a coin-op title and the appearance of its home version on store shelves.

Coin-op companies are also looking after both of their divisions by prominently placing announcements of coin-op products with the home games, as well as featuring the arcade titles in television and print advertising. It's a cross-over that seems to be helping both industries.

With coin-op producers now controlling many of the consumer gaming industry's strings, one of the most important issues, the time between release of the coin-op and release of the home versions, has actually resolved itself. Most of the new games we see coming our way in the arcades will not be available until at least six months, and more like a full year in most cases.

There are going to be exceptions, however, and some of the new titles that are available for Nintendo's own *Play Choice-10* and *VS. Systems* are actually retooled versions of the better home games. *Super Mario Bros.* is the perfect example of a game that had enjoyed popularity with home audiences before it made an appearance to equally enthusiastic arcade crowds. A good game is a good game, regardless if it was at one time a home cart or not.

Almost everyone will tell you that the *VS. System* and the new *Play Choice-10* are economically sound investments, when you consider the price and quality of games that are available. And now that more companies are actively pursuing the NES as a viable form of consumer entertainment, the number and level of games that will be available for this system will definitely rise.

The bottom line, of course, is how the home games will adversely affect or benefit the coin-operated amusement game industry. With the exception of certain titles that are released simultaneously into both arcade and home formats (a bad move any way you look at it), the new generation of home games should do little more than to help improve the players' association between the arcade and home games. The level of technology employed by the home systems is no where near the level necessary to reproduce even the most straightforward arcade games, much less the larger extravaganzas like *The Ninja Warriors* and the simulator games. There will always be a reason to go to the arcades, most importantly to see what's new. Because, above all, the coin-operated industry is still the best testing

ground for the consumer products. Not only can the manufacturers of the home games discover what is good and what isn't; they can also apply the built-in recognition that the coin-op games have into the marketing of the home versions. It's this player association that is keeping home games from encroaching upon the sovereignty of the arcades and the coin-op titles.

There will be many exciting changes developing in both the consumer and coin-op gaming industries, and while bad feelings are going to be evident in some areas, we can really expect no more threat from the home games than during the first hey-day, when *Pac-Man* was released in record numbers to eager game players for use in their living room systems. Even though millions sold, *Pac-Man* still went on to spawn nearly a dozen sequels and earn the title of all-time coin-op champ.

Putting our industry into perspective, you can look to the motion picture industry for a model of how the operating and consumer retail segments co-exist. Movie rentals aren't putting the theatre owners out of business, although that was feared when the home video players started making a big impact on society. The same is true for us. No matter what happens at home, the coin-op industries will still remain, and probably become stronger from the exposure. There will be certain areas that create problems, but for the most part, the home games shouldn't interfere with the public's enjoyment of coin-op entertainment.

In this installment of Player's Picks, the U.S. National Video Game Team has taken a closer look at some games already attracting crowds in arcades, as well as a few new entries and a hot new prospect from Atari that looks like it may well be THE game of the year...

Taito's *Twin Eagle*

Here's a theme we've all seen before, but the execution and style have been changed to give this effort an identity all its own. It's a shooter, true, but Taito's new *Twin Eagle* has plenty of thrills and all the action players are looking for.

Obviously inspired in some ways by *Twin Cobra, Twin Eagle* uses slightly more realistic graphics and visual effects to create an environment that is as easy to grasp but much more satisfying. The player assumes command of an attack helicopter and sets out on a mission to destroy evil forces behind enemy lines. Power-ups and a multitude of weapon selects are made available to enhance the quality of the action and to increase the available options open to players

Beyond its shooting theme, *Twin Eagle* uses some nice graphic effects to improve the feel of the game. Most of them, fortunately, work, and provide the games with a good balance of visual spectacle and hi-powered battle action.

If you want another quality shooter, and from all indications that's what the majority of game players now seem to want, then Taito's *Twin Eagle* is a perfect choice. It has got a great combination of most of the necessary elements, as well as a few special features to spice up play. A good choice that should find an audience quickly.

Data East's *Heavy Barrel*

This one got plenty of attention at the last ACME expo and for good reason. It has play mechanics that borrow from quite a few of the best attack games such as *Ikari Warriors*, and links the game quest together with a special mission and an enormous variety of power-ups that build into a super weapon that can wipe out everything on the screen! it's just the type of omnipotent power that today's game players thrive on, combined with plenty of other ammunition that allows *Heavy Barrel* to gun for a high position in the collections.

Although it has been available for a while, *Heavy Barrel* is still a good game and worthy of a second look. A great follow-up to *Ikari* and its ilk, *Heavy Barrel* has the game play, animation, and audio back-up to support its adventurous theme.

Williams' *Cyclone*

Here's a sure-fire way to attract your players back to your pins! Williams' *Cyclone* is another pinball tour-de-force from the company that has had little trouble coming up with exciting and action-packed pin games.

Cyclone can be described as a sequel to Williams' revolutionary *Comet* (remember the 1,000,000 point shot that now seems dwarfed by the multi-million jackpots of today), with the action once again set in a carnival backdrop of amusement rides and boardwalk contests. The backglass art, which boasts some humorous overtones, as well as the playfield all help to reinforce the game's fun-filled theme.

The game itself is filled with plenty of targets and more than its share of challenge. You'll find multiple ramp shots, drop targets that light special features, and an opening skill shot that introduces the ball into play. It's all here, along with thumper-bumpers, multi-ball, and a gigantic jackpot for riding the *Cyclone* at the appropriate time. An animate ferris wheel and a jackpot bonus spinner on the backglass round out the game's features.

Williams has wrapped up their pinball magic once again in a package that spills over the interactive flipper play. It may not be the best we've seen from the number one pinball company, but it is certainly a solid effort that maintains a high profile against the competition. Thumbs up!

A couple of games that you'll find coming soon include *VS. Freedom Force* for the *VS. System*, and *Final Lap* from Atari. *Final Lap* in particular is being eagerly awaited not only because it's a superior driving game, but because it has the incredible ability to "link" with other units that allow up to eight people to race simultaneously!

Nintendo's *VS. Freedom Force*

Here's a strong *VS.* upgrade that uses the light gun as an intricate part of play. The player must use the gun to eliminate a variety of bad guys that have taken hostages at various places around the city, including the airport and city park. It all leads up to a dramatic confrontation with the lead terrorist in front of his hideout.

It all makes for some good fun, with more than enough bad guys taking shots at the players. The graphics are portrayed realistically, and has a high level of detail and color considering the limitations of the *VS. System*.

This is a great new entry to replace the aging *Hogan's Alley's* that have been faithfully collecting for two years now. *Freedom Force* continues to provide the same type of shooting excitement that *Hogan's Alley* did, only this time as part of a much more elaborate theme that reaches a definite conclusion before beginning at a higher level of difficulty.

Built-in power-ups as well as several scrolling backgrounds make *Freedom Force* a terrific game and a super addition to the *VS.* library.

Atari's *Final Lap*

Much has been said about this highly anticipated game for the summer of '88. *Final Lap* is Atari's newest racing import from Japan via Namco, the makers of the perennial favorite, *Pole Position*. Early indications seem to point to *Final Lap* as a possible mega-hit, outside of its ingenious ability to link with other *Final Lap* machines to provide a true head-to-head test of the players' driving skills.

The games uses the famous *Suzuka* track, and plays like most other drivers, although *Final Lap* does have slightly more detailed graphics that are crisp and colorful. The real attraction of this machine, beyond its high-spirited driving action, is the cooperative action that takes place between machines that have been linked. It's a great effect that comes off magnificently!

Keep your eyes out for this one! It has the word "hit" written all over it!

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Regional trade shows may be best avenue

by Frank "The Crank" Seninsky

Except for a few very strong state associations, state trade shows are not drawing large numbers of operators. Not one operator from the New York City area attended the New York State Convention and Trade Show in Albany, N.Y. April 8-10. Al Kress of Coin Machine Distributors, Elmsford, N.Y., stated that he could not justify spending the amount of money to exhibit again and again at NYSCMA as operators from his New York City region do not attend the Albany show.

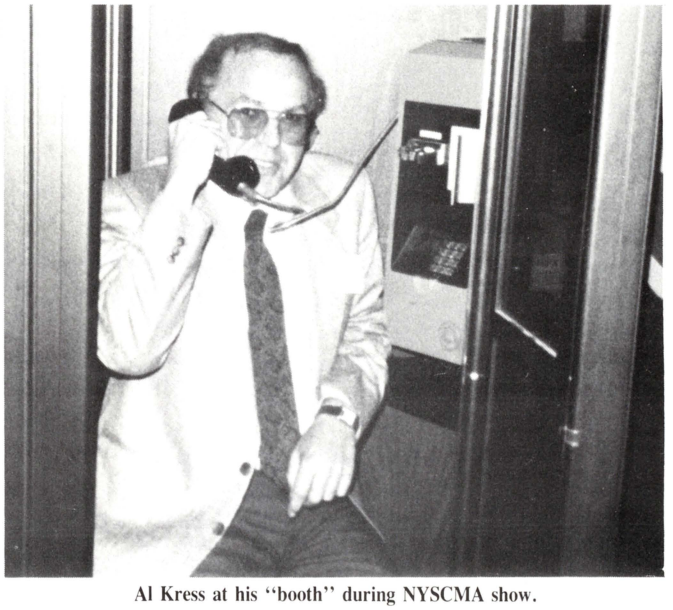
Twenty-three exhibitors showed at this year's event but several said they won't return next year (some were plush distributors). A few months ago, New Jersey held its first trade show and operator attendance wasn't quite what was required to excite the manufacturers and distributors. It will take the New Jersey association years to build up a state trade show the size of Florida's. Why go through the agony when a regional show can be an instant success!

I'm glad that I attended the NYSCMA board meeting because discussions are underway regarding the possibility of a joint trade show in 1989 between New York and New Jersey to be located convenient to New York City. I feel that large regional state association joint trade shows are a good thing for our industry. From what I've heard from manufacturers and distributors (those who support the state shows) they are also in favor of regional shows.

David Seninsky (l) plays *Heavy Barrel* at NYSCMA show.

I took my nine year old son, David, to the NYSCMA show and left him on his own to play over 60 games provided by two local distributors, T.O.P. Distributing of Rochester and Syracuse, and Betson/Advance Distributing of Syracuse. After playing for about eight hours, he reported that his favorites were: *Ninja Warriors*, *Operation Wolf*, *Shinobi*, *Super Contra*, and *Heavy Barrel*, in that order. That's better than I could do. Who knows, maybe he has a little bit of "The Crank" in him?

Operator turnout for the two seminars was very good. Tom Cahill of Williams enlightened 50 operators and route techs with his seminar, Servicing Pinballs. My program, Fattening the Bottom Line, drew 40 operators, none of whom had attended a similar session that I gave at this very same New York show two years ago for 50 operators.



Al Kress at his "booth" during NYSCMA show.

AMOA education road show

AMOA is planning to conduct several technical and management educational weekends in major cities across the country. The idea is to provide inexpensive training programs to AMOA members who can't afford to send their employees to the national trade shows. I love the concept and plan to send at least six employees. They can drive together to a regional site and get 12 hours of monitor repair (including hands-on work) from expert Randy Fromm or six hours of pinball maintenance from Todd Erickson, and three hours of how to be an efficient route collector, or three hours of time saving tips for a route technician. I believe the cost will be about $100 per person, which will include a Saturday night banquet with a guest speaker.

The tentative schedule for the remainder of 1988 is: August 20-21 in Atlanta; October 8-9 in Philadelphia; and December 3-4 in Los Angeles. Randy Fromm and Todd Erickson have signed up as instructors; several others will be announced soon.

Super Contra was a game that I thought was just an update for Contra, but I must admit that the cash box has proven me wrong.

The AMOA Education Committee that put this all together is Randy Chilton (chairman) of Chilton Vending, John Newberry of Venco Amusements, Russell Love of Royal Vending, and myself. Look for more information in upcoming trade publications.

Two winning games

Super Contra was a game that I thought was just an update for *Contra*, but I must admit that the cash box has proven me wrong. This game is doing well and is now among the new games that I am purchasing.

Basketball games are hotter than ever, as more and more operators are finally realizing. There are currently at least 16 manufacturers of these games so it's getting to be like cranes were a couple of years ago.

I had been using Smart Industries' *Shoot to Win!* because it's a quality built model (I don't like the flimsy PVC pipe jobs) but it is really geared more for arcade locations because of its 650 pound weight. What operators really need is a lightweight, metal construction, reliable, inexpensive model. Smart has come up with *Shoot to Win! II*. I recommend this game for these reasons: 260 pound weight easily moved by two people, solid steel frame, 33 inch width that fits through a standard three foot wide single door, adjustable height from 8 to 9 feet, locking gate assembly (a sliding metal plate difficult to cheat and very reliable), 20 Minute set up time, plenty of options (tickets, high score bubble light, adjustable game timer and high score, music, dollar acceptor), dual coin mechs, and competitive pricing.

I started using basketball games about three years ago (working with *Pop-A-Shot* on a prototype model) when I realized that basketballs were capable of doing $600 a week in high traffic locations. Since that time I can assure you they are earning well over $300 a week in average tavern accounts. With a little bit of creative promotion (tickets,competitions) basketball games can earn much more.

As always.....keep cranking!

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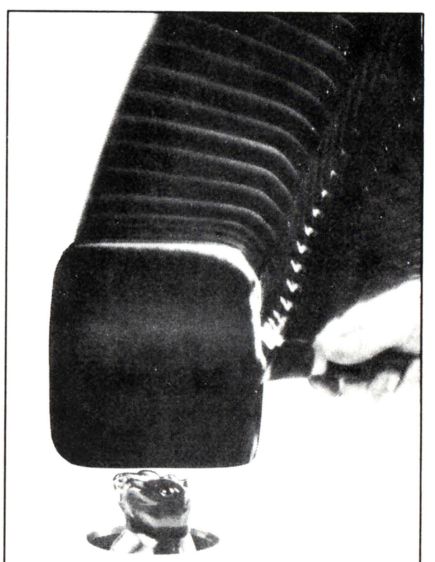

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FORMICA MAGIC

by Randy Fromm

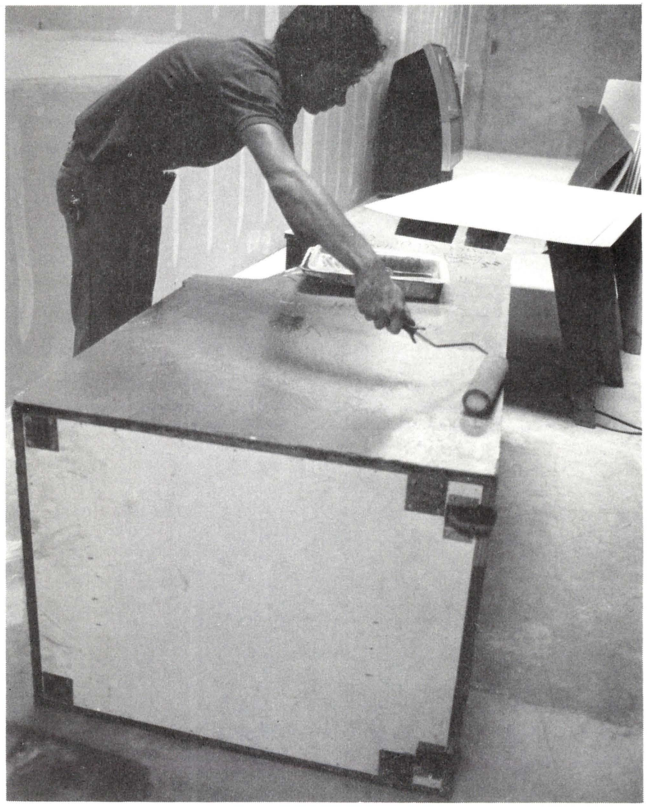
Video game cabinets are subject to a lot of abuse. Gouges and graffiti can make the newest games look old before their time. A new paint job can go a long way toward sprucing up a damaged cabinet but you won't believe how fantastic an old cabinet can look with brand new sides of formica! The whole process takes just a couple of hours (even for a first-timer!) and costs only forty or fifty dollars in materials.

This is the ugly, abused cabinet before applying formica.

Strip the Cabinet

The first step is to strip the cabinet of the control panel, marquis, coin door, locks, hasps, etc. If there are bolts that protrude through the sides of the cabinet (such as those that might support a monitor bracket), these must also be removed. The exterior of the game should be washed with detergent and rinsed. It is not necessary to sand the sides of the cabinet nor is it essential that all old decals be removed. Of course flaking paint or easily peeled decals should be removed if it is easily possible. The "T" molding should also be removed from the edges of the cabinet at this time.

Place a couple of two-by-fours on the floor and lay the cabinet down on one side. Measure the side of the cabinet and cut the formica to a rough fit. Be sure to leave at least three inches of extra material around the edges for "slop". Formica sheets can be cut with a table saw, scroll saw (jig saw) or similar tool. It is also possible to cut formica by scoring it heavily with a razor knife and "snapping" it as you would plexiglass.

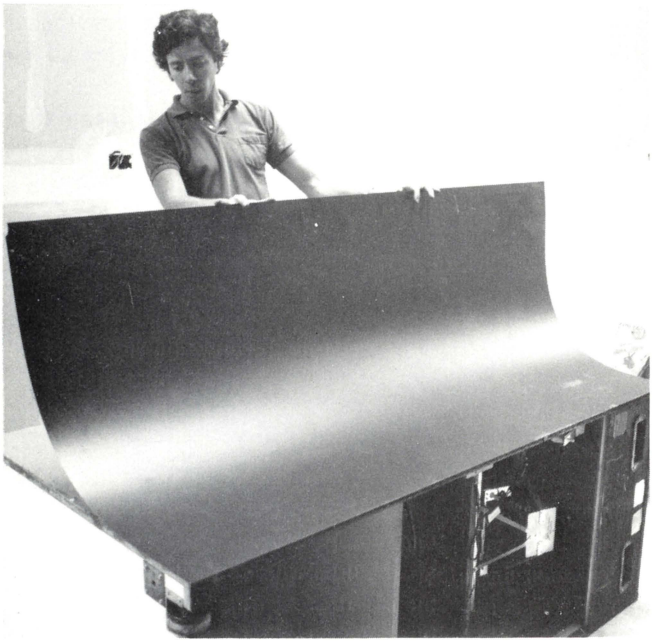


Apply contact cement to side of cabinet and formica sheet (on saw horses).

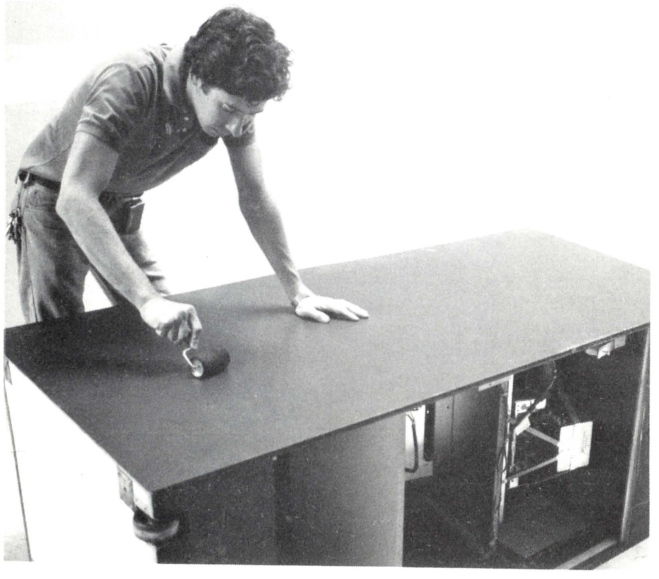
Apply the Glue

Use a roller or brush to apply a thin film of contact cement to both the formica sheet and the side of the cabinet. If you use a roller (as shown here), use an inexpensive one with short fibers. If you use a brush, you can keep it in a can of lacquer thinner between jobs and use it for many applications. Do not use too much cement. A thin coat is best. Wait about ten minutes for the cement to dry before you attempt to proceed with the installation. That's right! The cement must be tacky-dry before applying the formica sheet to the side of the cabinet.

Now comes the tricky part. Carefully apply the formica sheet to the side of the cabinet. Remember, you have just one shot at this. Once you touch the two glued pieces together, they're gonna be stuck for good! Hold the formica in a bowed manner so that it can be applied from one edge



Carefully place formica sheet on cabinet (see text).



Use roller to press out any air bubbles.

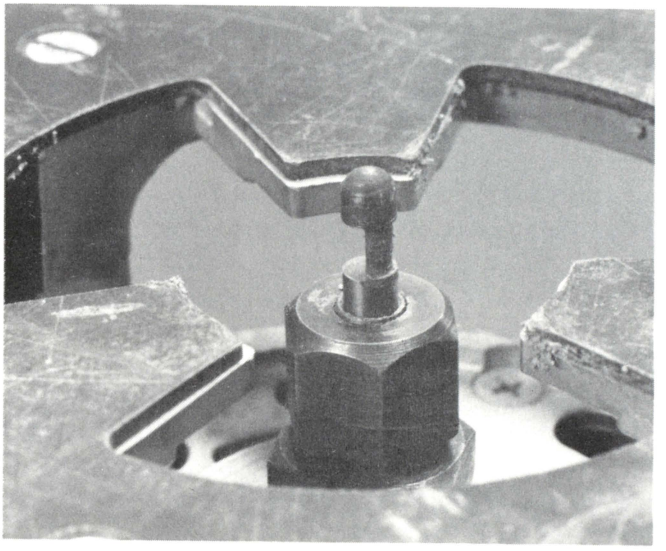
toward the other, pressing out any air bubbles as you go. Take your time with this stage. The rest of it goes real fast!

Use a roller to push out any remaining air and to firmly press the two glued pieces together.

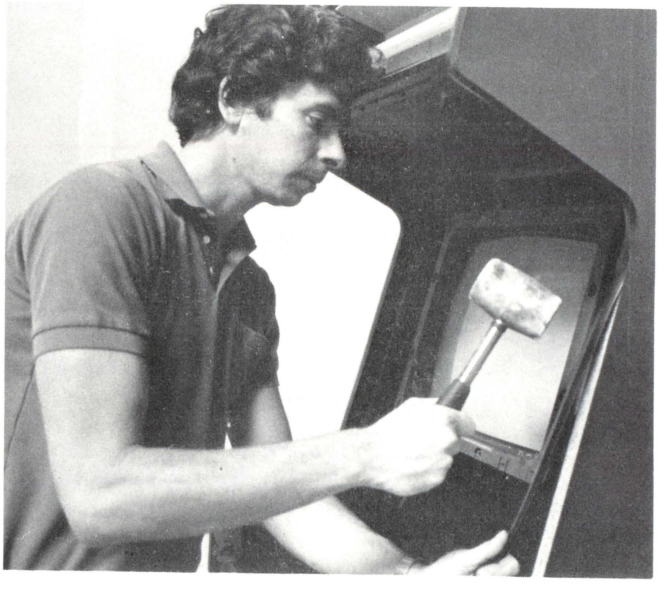
Route to Fit

Use a router fitted with a "flush trimming" bit to cut away the excess formica flush with the edge of the cabinet. If you've never used a router before, don't worry. It takes virtually no skill whatsoever to operate the router for this application. You just push it right up to the edge of the cabinet and it automatically cuts the formica right to the edge. If you do not own a router, you should. You will find many uses for it in the shop.

Repeat the process on the other side of the cabinet.



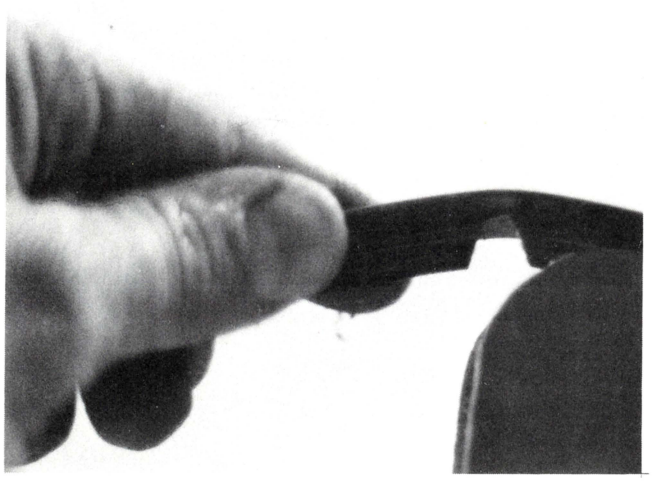
Close-up of "flush trimming" router bit.



Installing "T" molding using a rubber mallet.

Fitting the Front

Applying formica to the front is a little more difficult because you cannot cut it after it has been applied. To install formica on the front of the game, you must measure carefully and cut it to fit before you glue it in place. There is virtually no room for error here so be careful! After applying the cement to both the formica and the front of the cabinet (and letting it dry), line up the formica with the top of the cabinet's front area and roll it down toward the bottom. Use the router to cut out the hole for the coin door.



Cut a "V" notch in molding to go around corners.

T Molding

As a final touch, install new "T" molding on the sides of the cabinet. New "T" molding really makes the whole thing look great and is well worth the investment. "T" molding is available from: Out Water Plastic Industries, Passaic Street, Wood Ridge, NJ 07075; (800) 631-8375.

That's all there is to it! It's really pretty darned easy and for a small investment in time and money, you end up with a video game cabinet that looks just like new (better than new in many cases) with formica sides that are all but impervious to graffitti and vandalism.

My thanks to Mark Rizzo of Area Amusements (San Diego) for his help in this project!

Finished product!

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NEW PRODUCTS

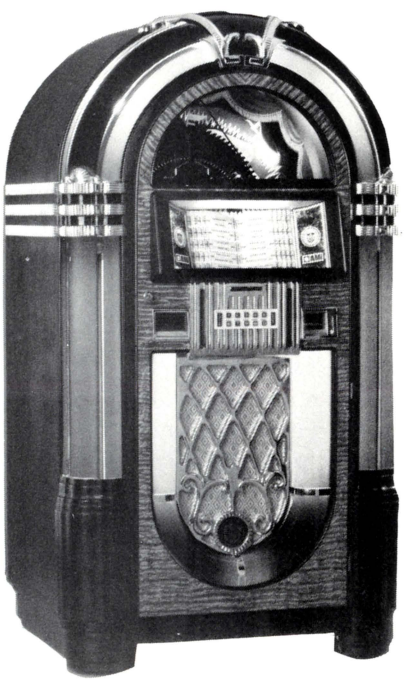
Nostalgia Bubbler

Rowe International celebrates the 100th anniversary of the jukebox with the introduction of its *Nostalgia Bubbler RB-8*, a handcrafted replica of the famous models that helped create the Golden Age of the Jukebox.

In the late 40's and early 50's, jukeboxes were king. The detailing on the wood cabinets produced during this era plus the colorful plastic tubes with the pulsating bubbles are firmly etched in our minds.

The *Nostalgia Bubbler RB-8* has the look of the past on the front and offers an interior with state-of-the-art electronics. It has the R-91 mechanism and is equipped with a 45 rpm turntable, amplifier, and speakers. The cabinet has eight bubble tubes and changing colors on both the front grille and side columns.

For more information, or distributor referral, write Rowe International, Inc., 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400.

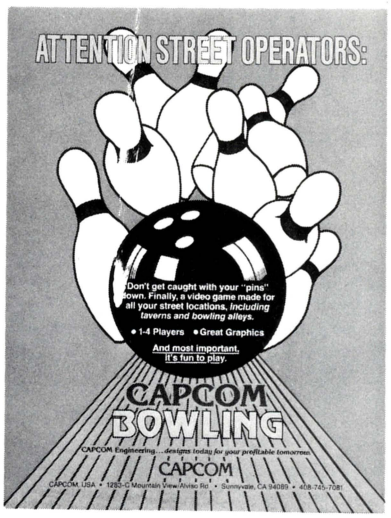


Capcom Bowling

Street operators in particular will be interested in Capcom's newest kit, *Capcom Bowling*, that's suitable for all street locations, including truck stops, convenience stores, taverns, and bowling alleys.

Realistic graphics make this one-to four-player game fun to play for children, teens, and adults; boys and girls or men and women. The sport of bowling is timeless, meaning *Capcom Bowling* won't become dated.

For more information, or distributor referral, write Capcom, USA, 1283-C Mountain View/Alviso Road, Sunnyvale, CA 94089; (408) 745-7081.


ATTENTION STREET OPERATORS:
Don't get caught with your "pins" down. Finally, a video game made for all your street locations, including taverns and bowling alleys.
• 1-4 Players • Great Graphics
And most important, it's fun to play.
CAPCOM BOWLING
CAPCOM Engineering...designs today for your profitable tomorrows
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Honest Dealer

Drews Distributing introduces a new generation of Black Jack with *Honest Dealer*, an upright video poker game.

Features include on-screen booking, Computergrade Linear power supply Electrohome monitor, hi denomination bill acceptor, and a built-in cash box. Players may choose to play one to five hands against the dealer and have the option of using one to 100 credits per hand.

Look for all new cabinet styling on this latest addition to the Drew's line of video card games that includes *Poker 54, Poker 54 Raise, Hi-Lo Joker Poker, Super Bonus*, and *Super Bonus Deluxe*.

For more information, or distributor referral, write Drews Distributing, P.O. Box 632, Fairforest, S.C. 29336; (803) 574-0162.

Leader Board Golf

Arcadia Systems takes players to the grassy golf courses of Palm Springs with *Leader Board Golf*, a horizontal conversion kit for one-or two-players that covers four complete 18-hole courses.

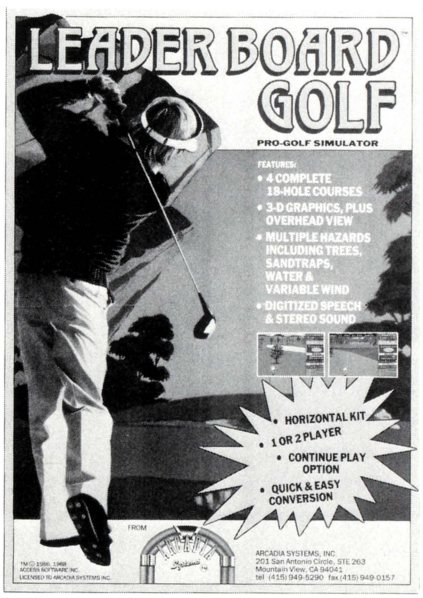
Leader Board Golf presents an overhead view of the golf course complete with obstacles such as sand pits, water, wind, trees, and even a few birds. Players select the club of their choice; the bag comes kitted with a full selection of woods and irons, pitching wedge, and putter.

Direction, power, and hook/slice are all controlled by the joystick. Beginners need not worry as the game automatically suggests the best club for the situations encountered.

Features include clear 3-D graphic animation, stereo sound effects, digitized speech, continue play option, and extended play bonuses for good shots.

The kit comes complete with pc board set, graphics, harness, plexis, controls, and manual.

For more information, write Arcadia Systems, Inc., Old Mill Office Center, 201 San Antonio Circle, Suite 263, Mountain View, CA 94041; (415) 949-5290.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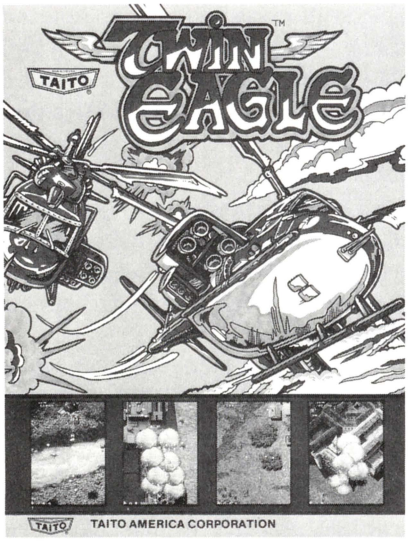


Twin Eagle

Taito America Corp. brings aerial battles in jet helicopters to the video screen with *Twin Eagle*, a one-or two-player game in which the second player can join in at any time.

In *Twin Eagle*, player one controls a white jet heli and player two controls a black jet heli. By using the missile or bomb button they can destroy all enemies. They can also fly over power-up items for additional firepower.

These power-ups include increased missile power, increased jet heli speed, additional bombs, extended missile range, and a corresponding number of armor-piercing missiles that can be awarded.

The game ends when the player loses all Twin Eagle jet helis or destroys the enemy base. When the player loses all his Twin Eagle jet helis, he can continue by inserting a coin or coins and pressing the start button before the timer reaches 0.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.

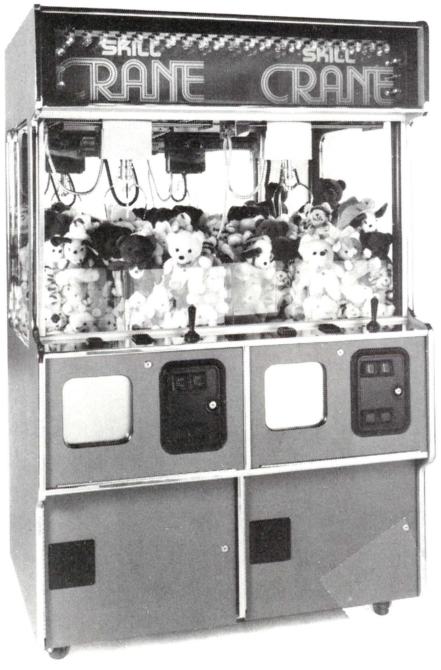
Double Skill Crane

SMS Manufacturing introduces a new 100 percent solid state *Double Skill Crane* with button or joystick controls.

Like the SMS single *Skill Crane*, the double unit offers a multitude of features including digital credit/timer, optional controlled claw drop and total claw adjustability, adjustable pricing, and prize out meter, plus more. Options include bill acceptor and ticket dispenser.

The *Double Skill Crane* cabinet is made of sturdy plywood with extra large viewing area. There are double coin mechanisms, large prize door, and locking front wheels for ease of movement within a location.

For more information, or distributor referral, write SMS Manufacturing Corp., 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or (201) 370-3030.



Bad Dudes

Data East takes the popular street fighting theme and turns the video player into a modern day hero on a mission to rescue President Ronnie from deadly kidnappers in *Bad Dudes(VS. Dragon Ninja)*.

Bad Dudes is a dedicated upright for one-or two-players. It features *bad* heroes, *bad* villains, and *bad* action. As the main characters fight their way through ninjas, dogs, and robots, they are able to use different weapons to defend themselves against the kidnappers.

The game is available with a 19 or 26-inch monitor. Cabinet detailing shows villains with a variety of weapons, including a ball and chain and pitchfork-styled hand weapons; plus firebreathing muscle men and a string of at-the-ready ninjas right above the monitor.

For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

Updated Countertops

Mayoni Enterprises has updated the graphics and internal electronics in five of its most popular countertops: *Heart Rate, Stress, Love Tester, Physical Fitness,* and *Sex Reactor.*

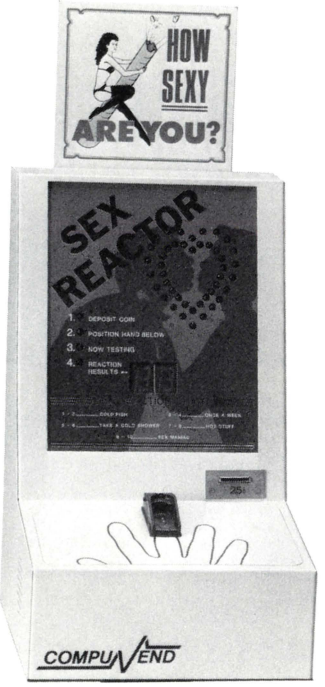
Continual research and development has brought changes in the company's line of vending machines. In the future, more games will be updated.

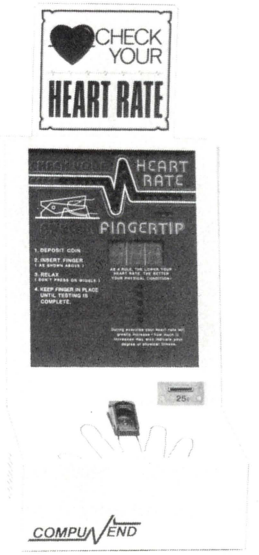
Customers are just a fingertip away from getting a true picture of their physical condition with *Heart Rate.* Patrons can easily check their stress level from low, to normal, to high in *Stress.*

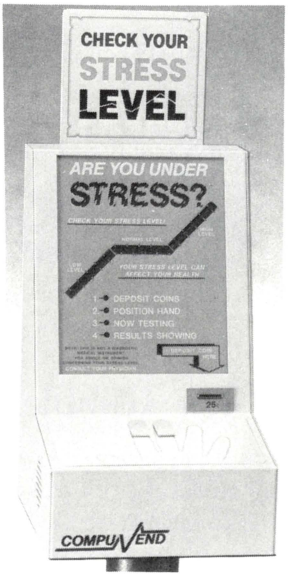
The *Love Tester* provides a love level chart that starts at cold and clammy and moves up to mostly hot air, warming up, sensuous, hot stuff, and out of control!

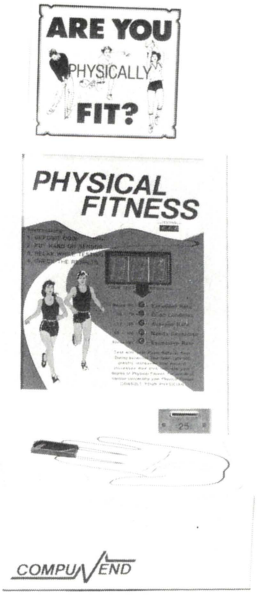
Physical Fitness gives readings of excellent, good condition, average, needs exercise, and excessive rate. The *Sex Reactor* provides a chart that delivers a rating of cold fish, take a cold shower, once a week, hot stuff, and sex maniac.

For more information, or distributor referral, write Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; (800) 345-1183 or (818) 899-2488.









Mr. Muscle

Zamperla has updated the *Mr. Muscle* strength testing novelty game and given it a new look to accompany an improved power source.

The refined machine is more durable to withstand even the toughest patron. It comes complete with a new, higher detailed scoreboard to measure strength for each level. *Mr. Muscle* is one mean guy. His outstretched hand challenges players to test their strength against his.

To operate, a player inserts a quarter, chooses a skill level—boy, normal, strong, or Superman—grabs the arm, and presses the start button. Lights flash, bells ring, and the arm begins to move. It starts pushing against the player who has to push back or be beaten.

Zamperla is known for its classic punchball unit and *Bull 90* in addition to a line of kiddie rides.

For more information, or distributor referral, write Zamperla, Inc., 49 Fanny Road, Parsippany, NJ 07054; (800) 888-8878.

Tournament Master

Intermark Amusements capitalizes on the recognition of table tennis as a sport in the 1988 Summer Olympics and introduces coin-operated table tennis with *Tournament Master*.

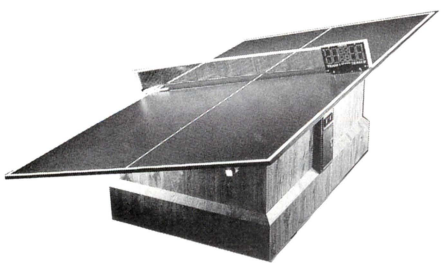
Features include adjustable price and time settings, durable formica top for easy cleaning, solid state electronics with large scoreboard, dual coin mechanism, 100 percent nylon net, and extra large capacity coin box.

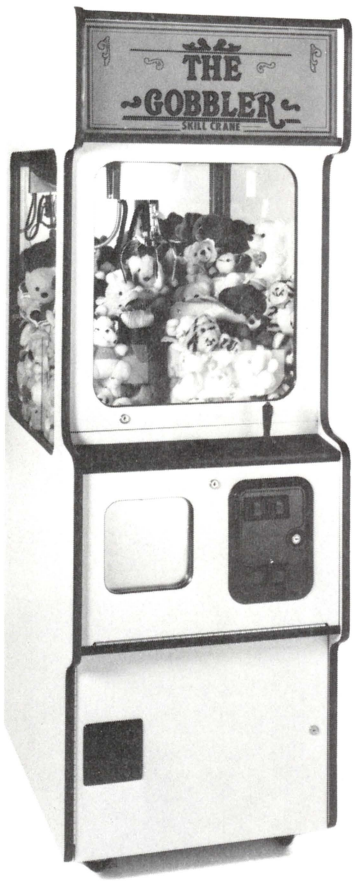
Tournament Master comes complete with balls and paddles. A bill acceptor is optional and a ball vending machine is available.

The game comes in two sizes—Regulation measures 60 inches by 108 inches and Tavern measures 53 inches by 96 inches.

Table tennis is a familiar, interactive racket sport played by all age groups and should have an instant audience.

For more information, or distributor referral, write Intermark Amusements, Inc., 7898 E. Acoma Drive, 104, Scottsdale, AZ 85260; (602) 948-7707.





The Gobbler

SMS Manufacturing has designed an economy model of its popular *Skill Crane* with *The Gobbler Skill Crane* for locations that don't require all the "bells and whistles" or extras that are associated with many cranes.

The Gobbler Skill Crane is 100 percent solid state and uses the same reliable crane mechanism as the deluxe SMS model. There are double coin mechanisms and a large prize door that accommodates various sized prizes. Prize viewing is available on three sides.

The machine features either joystick or button control and locking front wheels for ease of moving and stability when set in place. Cabinet measurements are 77.5 inches high, 25 inches wide, and 37.75 inches deep.

For more information, or distributor referral, write SMS Manufacturing Corp., 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or (201) 370-3030.

The Main Event!

Konami debuts a realistic wrestling game with *The Main Event!*, a dedicated upright for one-to four-players.

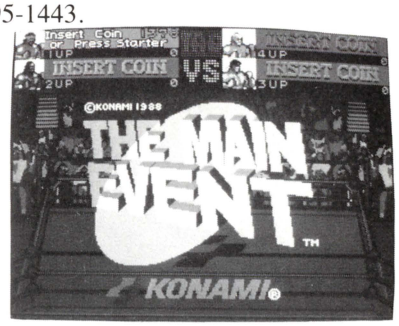
Tag team wrestling is the theme and players choose wrestlers from a list that includes The Maui Mauler, Saturn Six, Bigfoot Joe, San Antonio Smasher, Conan the Great, Kamikaze Ken, El Condor, and Alan the Empire.

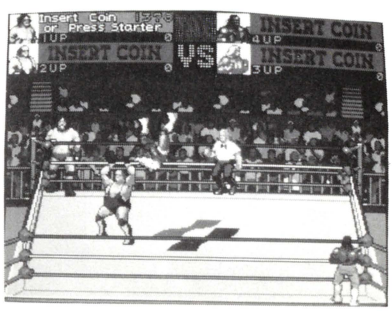
Players use an eight-way joystick and Action and Tag buttons. All the classic moves are there—headlock, suplex, drop kick, camel clutch, figure four leg lock; plus cheating.

Players can pick an opponent up from the mat and bounce him off the ropes, or climb up the ropes and jump onto his opponent. When the Action button starts to flash all players can join in the ring to help their partners. Outside the ring, players battle it out, using chairs and anything handy just as in a real-life tag match.

The match is over when the player pins his opponent, is pinned, or runs out of energy. Coins can be inserted anytime to continue the match. At the finish, a newspaper headline flashes the results and official Wrestling Federation ranking.

For more information, or distributor referral, write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.





Beverage selections

Vending operators will be interested to know that the makers of Veryfine fruit juices and drinks, New England Apple Products Co., has introduced four new, all-natural fruit juice cocktails including Apple-Raspberry, Apple-Grape, Orange-Grapefruit, and Pineapple-Grapefruit. The additions give Veryfine a total of 21 fruit juice and drink flavors.

All flavors are available in both 10-ounce plasti-shield bottles and most recently, single-serve 11.5-ounce aluminum cans. In addition, the Apple-Cranberry is available in 16-ounce and 32-ounce bottles.

The plasti-shield bottles are resealable and provide safe, convenient packaging. The aluminum cans have been specially developed to eliminate the metallic aftertaste typically associated with fruit juice in cans.

For more information, contact New England Apple Products Co., Inc., P. O. Box 2425, Harwood Station, Littleton, MA 01460; (617) 486-3521.

EPROM manual

Incorporating EPROMs (erasable, programmable, read-only memory devices) into digital circuits is not difficult. Virtually any design that uses microprocessor control or requires external data for its operation can be easily modified to accept EPROM programming. Yet practical instruction is lacking in this field.

Electronics and computer expert Dave Prochnow has written the complete EPROM instruction manual, Experiments with EPROMS, that provides both a detailed explanation of underlying theory, plus 15 different projects including: programmers, erasers, and EPROM-based circuits to give hands-on understanding of how these versatile devices work.

There are complete schematic diagrams, parts lists, and step-by-step photos for building a variety of EPROM programmers, erasers, and dedicated projects.

This is one of the Tab Books Advanced Technology Series. For more information on this volume and others in the series, write Tab Books, Inc. Blue Ridge Summit, PA 17294; (717) 794-2191.

Condom Varieties

P.C. World introduces Aegis condoms for cigarette and multivend machines.

Aegis three-pack lubricated condoms are designed to resemble a package of cigarettes and are cellophane-wrapped. In most all instances they sell for the same price as cigarettes.

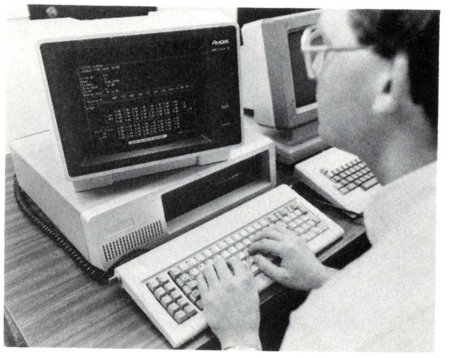
For the vending industry, the three packs are contained in cartons of 10. Aegis condoms are also available in self-dispensing blister cartons designed for both pegboard and countertop sales. Blister cartons contain six packages of either Aegis three or 12-pack condoms.

For more information, write Marcel Guillemette, P. C. World, 3545 N.E. 167th St., North Miami Beach, FL 33160; (800) 356-5267 or(305) 940-4297, also FAX (305) 945-0294.

Time sheet option for software system

Spacesaver Software Systems has introduced a new time sheet option for its Advanced Maintenance Management System software package (AMMS).

The new feature, the microcomputer software module, can be interfaced with existing payroll systems.



The AMMS system has eliminated the need for employees to manually fill out time sheets. They simply enter their hours on the work order and the computer takes over, producing the time sheets automatically and charging hours to specific job numbers. The hours need only be entered once and are also used to gather labor costs for equipment and type of work done.

The time sheet is designed for use with the IBM XT/AT/386/PS2 or compatible computers, 640K RAM, 20MB hard disk (minimum) with MS-DOS, version 3.1 or later and is written in "C" language.

For more information, write Spacesaver Software Systems, 12545 W. Burleigh Road, Brookfield, WI 53005, (414) 782-5130.

TELL 'EM
YOU READ IT
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Hand-held counter

The Veeder-Root Co. has introduced its Series 7623 Hand Tally, a reasonably priced hand-held counter, ideal for counting items or events that can be seen or heard by the observer. Typical industrial, commercial, and retail applications include inventory tallying, shipping and receiving counting, quality control, and production totalizing.

The Series 7623 Hand Tally fits in the palm of the hand, and counts are recorded by pressing a button with the thumb or finger. It can record up to 9,999 counts and resets to zero by turning a reset knob.

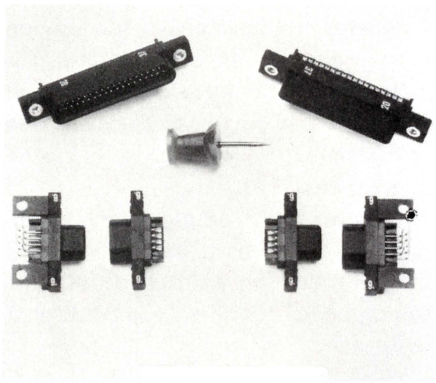
A new light-weight, molded polycarbonate case makes it durable, dust-and corrosion-resistant, and suitable for indoor and outdoor use.

For more information, write Veeder-Root Co., 70 Sargeant St., Hartford, CT 06102; (203) 527-7201.

Ultra miniature Sub-D connectors

Alpha Products announces the availability of a complete line of ultra miniature Sub-D connectors in 9, 15, 21, 25, 31, and 37 pin counts.

The nine-pin version of these connectors are about the length of a thumb tack. Connectors have precision screw machine gold plated contacts, available in solder cup, dip solder, and right angled versions. Specific locking hardware is supplied to keep the two halves of a mated connector pair from shaking in shock and vibration environments.

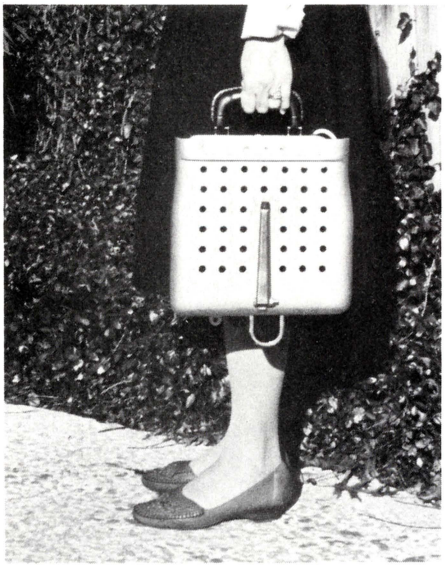


A new catalog, No. AP-207, describing these connectors can be obtained from Alpha Products, Inc., 5740 Corsa Avenue 104, Westlake Village, CA 91362; (818) 889-9304.

Soft handle for D-J counter

ABC Coin now has a factory installed soft-handle option on the Downey-Johnson Coin Counters. It is mounted on the end of the counter and provides a perfect balance when carrying the counter.

With the possibility of the gold dollar coin coming into existence, Downey-Johnson is already equipped to count the new coin.



Another option is the double-tire installation which gives the user more pulling power when counting damp coins on the Downey-Johnson manual counter.

For more information, write ABC Coin Sorting & Counting Co., 2839 Biscayne Drive, Plano, TX 75075; (214) 596-1212.

JAMMA Tester

Increase efficiency and productivity of maintenance personnel while providing greater income from less down time with the JAMMA Workbench Tester from Biederman Design Labs.

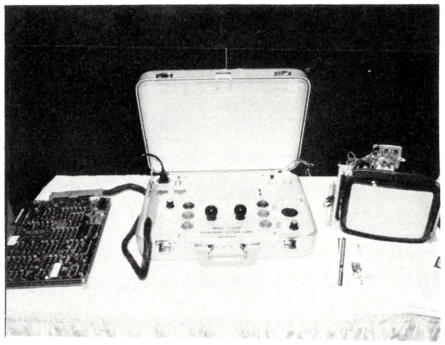
The JAMMA Tester checks each printed circuit board directly at each installation. The unit is portable, a briefcase size, and emulates dual joysticks and push buttons so that printed circuit board operation may be monitored outside of the game housing.

Built-in test circuits provide accurate measurement of operating parameters (voltage, current) plus pattern generator to monitor, audio sound generation, and built-in logic probe for debugging digital circuitry.

The full capacity arcade video game tester features calibrated meters that read power consumption by PCB under test by accurate, direct measurement of voltage and current; color pattern generator to provide dot, cross hatch, vertical, horizontal lines, and purity; on-board logic probe for CMOS, TTL listing; isolation transformer included for direct connection to RGB monitor; and audio amplifier and speaker built-in for testing audio problems.

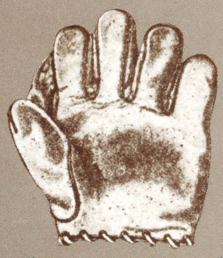
It tests PCB's using JAMMA standard for games from Capcom, SNK, Irem, Nintendo, Romstar, Konami, Namco, Taito, Sega, Data East, and others. A universal adapter is available for boards using non-JAMMA standard.

For more information, write Biederman Design Labs, P.O. Box 36097, San Jose, CA 95158; (408) 723-7401.



Did You Know?...

Facts, Dates, And Trivia From The World Of Baseball



A. J. Reach became the first professional baseball player in 1864. The Philadelphia Athletics paid Reach $25.00 per week.

The longest major league game ever took place on May 1, 1920 between the Brooklyn Dodgers and the Boston Braves. The game lasted 26 innings and ended in a 1-1 tie.

The first baseball cards came out in 1868 featuring the Brooklyn Athletics.

In 1882, umpire Dick Highman was fired by the National League after he confessed to collusion with gamblers. This is the only known case of a dishonest umpire in professional baseball. Coincidentally, Highman was also the first umpire to wear a mask while officiating a game.

From 1883 - 1893 batters were allowed to use a flat bat similar to the bats used in the game of cricket.

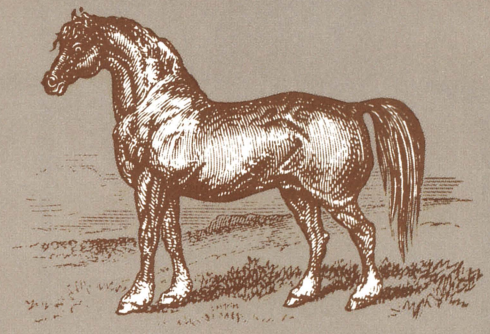
The average pitcher throws 250 pitches in a 9 inning game.

Dickey Pearce, a shortstop for the Brooklyn Athletics, is credited for inventing the bunt in 1866.

In 1944, Joe Nuxhall became the youngest person to ever play pro baseball. Nuxhall was 15 when he started pitching for the Cincinnati Reds.

The first World Series was held in 1903. Boston defeated Pittsburgh 5 games to 3.

The seventh-inning stretch was started by President William Howard Taft. He rose to stretch in the middle of the seventh inning, and the crowd, thinking he was leaving, got up to pay him honor. Taft sat down, the crowd sat down, and the seventh-inning stretch was born.



Prior to 1943 all the horse hide used to make baseballs for the major league came from Belgium or France. Supplies were interupted during World War Two so ball manufacturers switched to domestic horse hide.

Arthur "Candy" Cummings invented the curve ball while pitching for the Brooklyn Excelsiors in 1867.

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A Philadelphia zookeeper named Jim Murray introduced in 1883 a system of relaying baseball scores all across the city by means of carrier pigeons. Homing pigeons would be released every half inning with the score so that fans that couldn't make it to the park could still follow the game.

In 1988 The Leland Corporation hits with STRIKE ZONE, the hottest baseball game out there. One or two players choose their favorite city and team colors, and then it's "Play Ball!". Pitch, swing, hit, run, bunt, catch, steal...all the action of real baseball! The stat storage feature keeps all your data and awards you a "salary". The better you play, the higher your salary.

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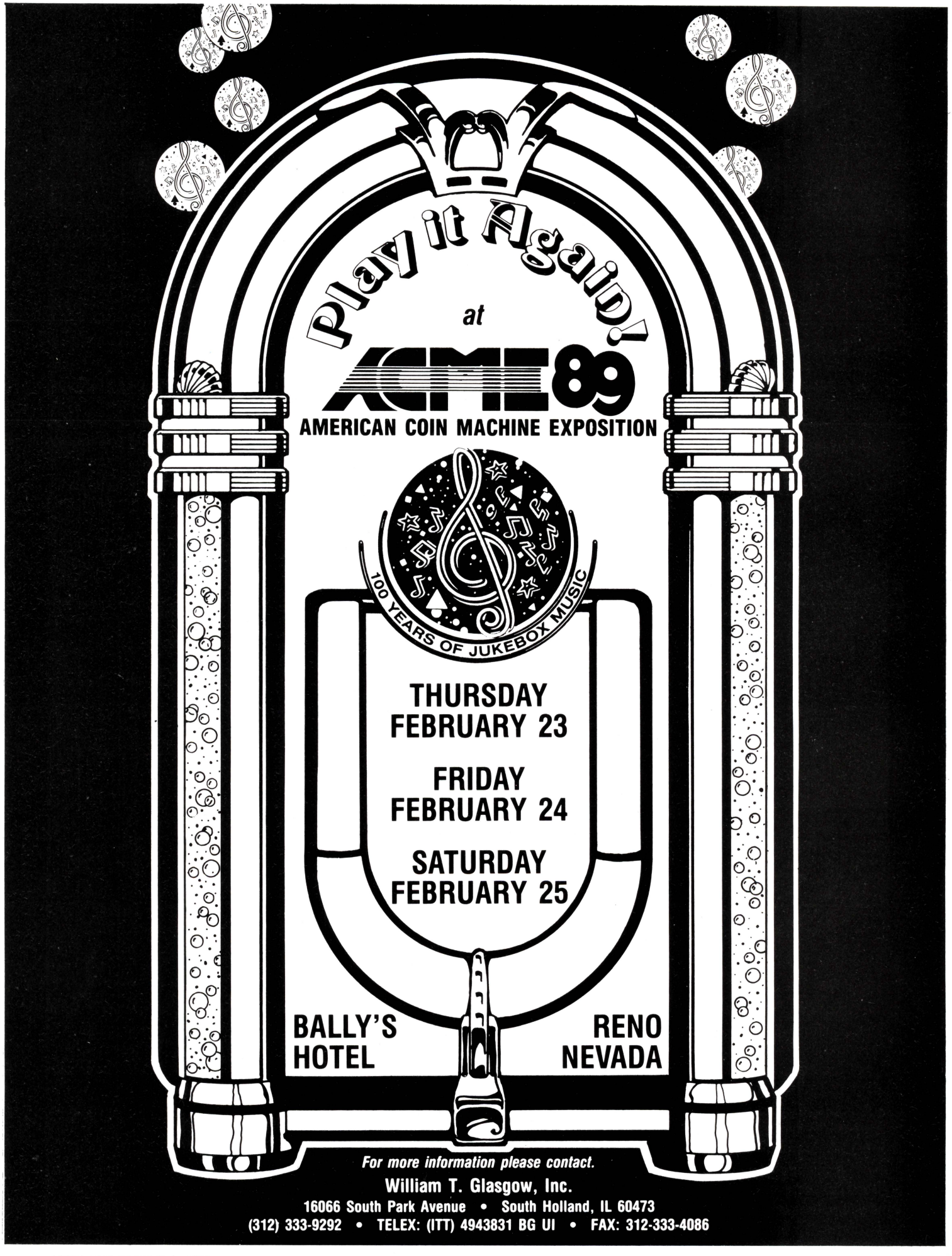
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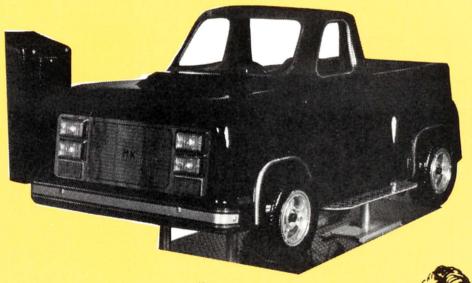

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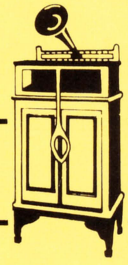

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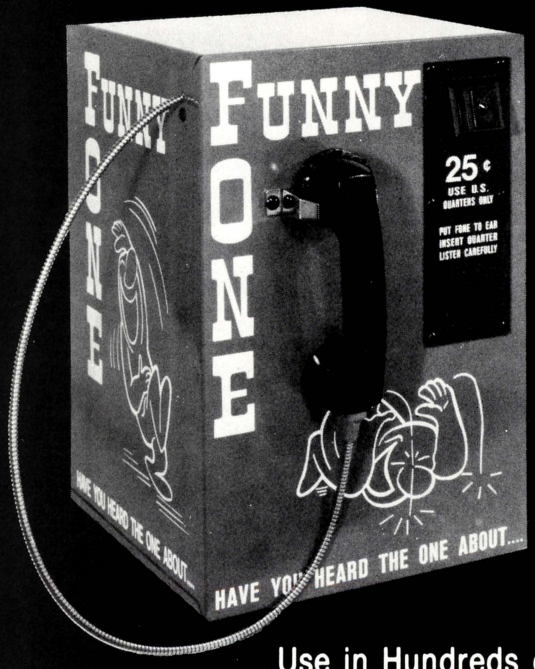

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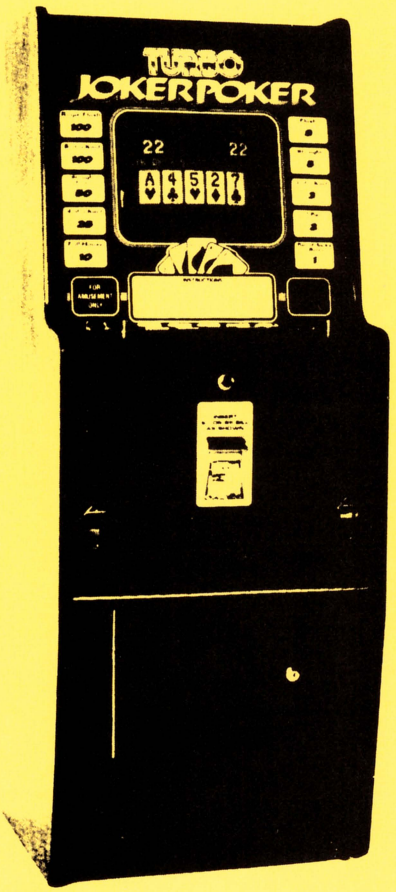

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JULY 15 16
Pennsylvania Amusement and Music Machine Association annual meeting and trade show, Hershey Pacano Resort. Contact PAMMA (717) 232-5322; in state call (800) 521-7778.

JULY 21 22 23
Amusement and Music Operators of Texas annual meeting and trade show, Sheraton Hilton Hotel, Amarillo, TX. Contact AMOT (713) 799-4188.

JULY 21 22 23
5th Annual Billiard Congress of America Trade Expo, Commonwealth Convention Center, Louisville, KY. Contact Frank Zdy, (619) 278-3877.

AUGUST 4 5 6
West Virginia Music and Vending Association annual meeting and show, Gateway Center, Huntington, W.VA. Contact the association, (304) 949-3289.

AUGUST 12 13
Amusement and Music Operations of Virginia annual meeting and show, Ramada on 57th, Virginia Beach, VA. Contact AMOV (804) 262-9283.

AUGUST 12 13 14
Wyoming Candy, Tobacco and Coin Vendors annual meeting, Holiday Inn, Riverton, WY. Contact Tom Kilty (307) 635-6467.

AUGUST 26 27 28
Amusement and Music Operators of Tennessee annual meeting and trade show, Vanderbilt Plaza, Nashville, TN. Contact Tom Jackson (615) 242-7747.

SEPTEMBER 9 10 11
North Carolina Coin Operators Association annual convention and trade show, Charlotte Marriott Executive Park, Charlotte, NC. Contact Bobby Earp (919) 584-4833.

SEPTEMBER 21 22 23 24
Michigan Coin Machine Operators Association annual meeting and trade show, Clarion Hotel, Lansing, MI. Contact Walt Maner (517) 372-2323.

SEPTEMBER 22 23 24
Wisconsin Amusement & Music Operators 1988 Fall Conference, Concourse Hotel, Madison, WI. Contact Kari Foster, (414) 529-4704.

OCTOBER 20 21 22 23
National Automatic Merchandising Association annual convention, New Orleans, LA. Contact NAMA (312) 346-0370

NOVEMBER 3 4 5
Amusement and Music Operators Association Expo, Hyatt Regency, Chicago, IL. Contact AMOA (312) 565-4602.

FEBRUARY 23 24 25
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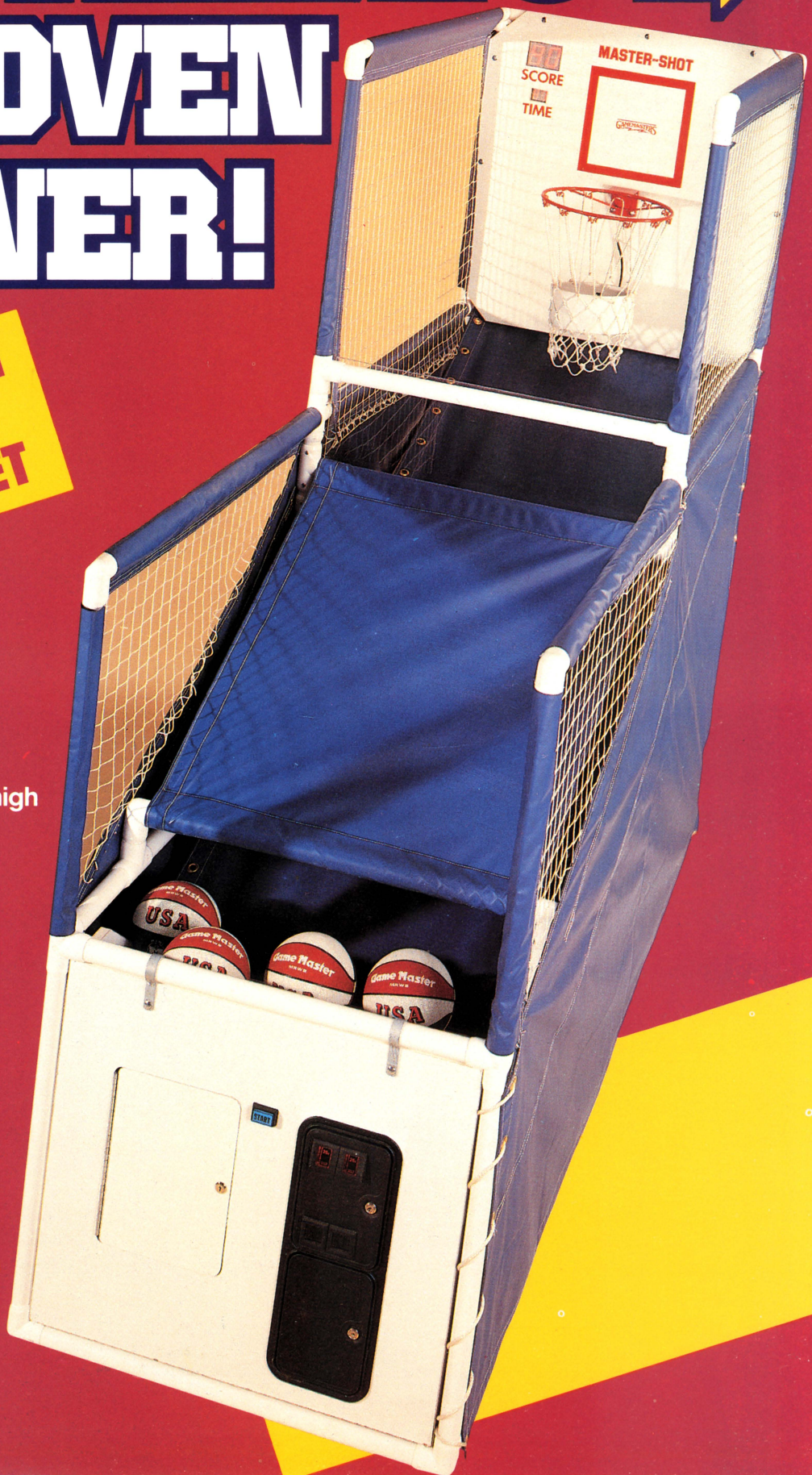

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